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189
March
'77
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OUR PRICE
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...bedevils
THE OMEN

...trips up
SKATEBOARDS

...ignores
CB RADIOS



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THE NOSTALGIC

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NUMBER FIVE

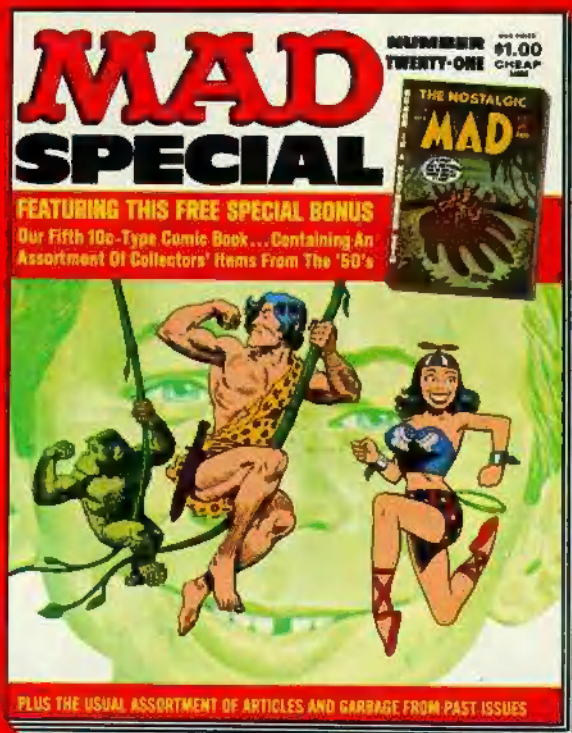
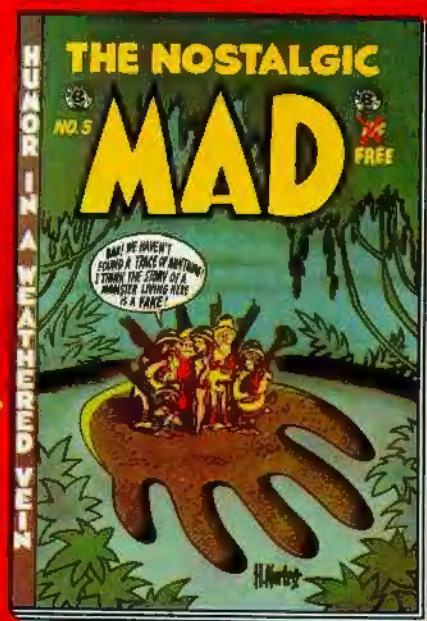
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CONTRIBUTING ARTISTS AND WRITERS
the usual gang of idiots

DEPARTMENTS

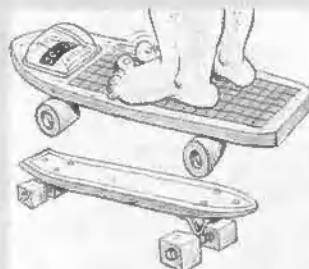
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COVER IV—ARTIST: BOB CLARKE—WRITER: BILL JOHNSON JR.

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CARTER QUILTS!

Yep, Jimmy... the guy who carls the
orders for our full-color portraits
of Alfred E. Neuman, MAD's "What-
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... just quit. "I'm making peanuts
on this job 'cause there's nothing
to cart!", he complained. So help us
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A. TOTAL NO. COPIES PRINTED	2,498,832	2,898,542
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2. MAIL SUBSCRIPTIONS	111,674	98,482
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11. I certify that the statements made by me above are correct and complete.

William M. Gaines, Publisher.

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William M. Gaines, Publisher

LETTERS DEPT.

GALL OF THE PRESIDENT'S MEN

I heard about Watergate but I think "Gall Of The President's Men" is a worse crime!

Jimmy Bartlett
Scar., Ont.,
Canada

Any national conspiracy that activates the combined talents of a Woodward-Bernstein, a Redford-Hoffman, and a Drucker-Siegel, can't be all bad!

Vito A. Oliva
Clifton, N.J.

Jerry Ford went out in his most imposing role; the clincher in a Drucker-Siegel movie epic!

Vale Fontaine
Mt. Clemens, Mich.

I saw the movie "All The President's Men" and I didn't understand it. I also read your satire and I still don't understand it.

John Devito
Akron, Ohio

MAD PEEK AT CAR RENTAL COMPANIES

With reference to the article on "Car Rental Companies" by Stan Hart and Bob Clarke, I take offense to the sarcastic inference that Altoona, Pennsylvania is dullsville. I happen to be quite proud of Altoona and am happy to invite you to visit here anytime. Keep in mind, however, that Altoona is closed on Saturdays and Sundays.

Barry E. Gaut
Altoona, Pa.

Where was O.J. Simpson, the Rent-A-Star for Hertz? Aside from his football and acting accomplishments, O.J. has set a track record for running through airports in the One Minute TV Commercial.

Kathy Quail
Georgetown University
Washington, D.C.



A MAD Burst By O.J. Simpson,
Superstar Of Rent-A-Car

BAUBLE HYMN OF THE REPUBLIC

Frank Jacobs's "Bauble Hymn Of The Republic" was the best feature in your latest issue. May I have your permission to make a few copies to put up for the education of our staff? We firmly approve of your comments on the Franklin Mint; perhaps an article on such organizations is in order. As to "Gall Of The President's Men", well, I always thought Deep Throat was David Eisenhower.

J.B. Post
Map Librarian
The Free Library
Philadelphia, Pa.

CRAPPY DAYS

Throughout "Crappy Days", Angelo Torres drew The Fonz like The Joker in Batman. I'd say we readers have been hood-Winklered!

Adam Derman
Meruchen, N.J.

Angelo Torres and Arnie Kogen have the Nerd Instinct!

Lawrence Williamson
Woodland Hills, Calif.

GREAT MOMENTS IN BAD TIMING

"Great Moments In Bad Timing" came out at a very bad time. Just when I was ready to subscribe to MAD!

V. Pruchniewski
Detroit, Mich.

GUESS-WHO MAD COVER

I wondered when you were going to jump on the bandwagon and give us a look at your version of The Fonz. You know something? Even in disguise, he's much better looking than Alfred E.

Robert Kryzak
Cody, Wyoming

I loved your cover on issue #187. Who was it, anyway?

Bruce Sutay
Trumbull, Conn.

Boy, when you guys get a hot "non-exploitative" idea like putting you-know-who incognito on your cover, you don't "sit on it", do ya?

Rulon Foster, Jr.
Siloam Springs, Ark.

MAD PUBLICITY HOOPLA

Thank you for including Dr. J in the line of people waiting to buy MAD at the newsstand (inside front cover, #187). He's my favorite basketball player and I think he deserves the publicity. Whether having your picture in MAD is good publicity, I'm not quite sure.

Dan Larkin
Fullerton, Calif.

How about \$3,000,000 worth of publicity!-Ed.

IF THE RHYME FITS

O, writers sardonic, alert and laconic
How does your magazine sell?

By taking a matter, declining to flatter
And blasting the system to hell.

William A. Conder
Paris, Texas

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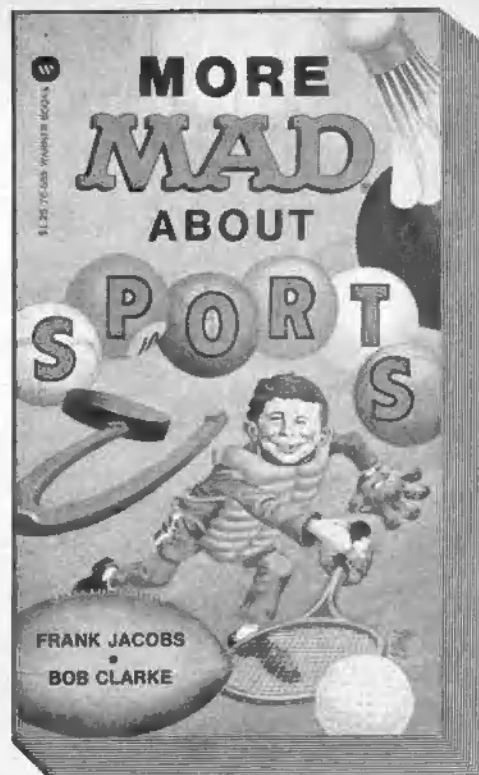
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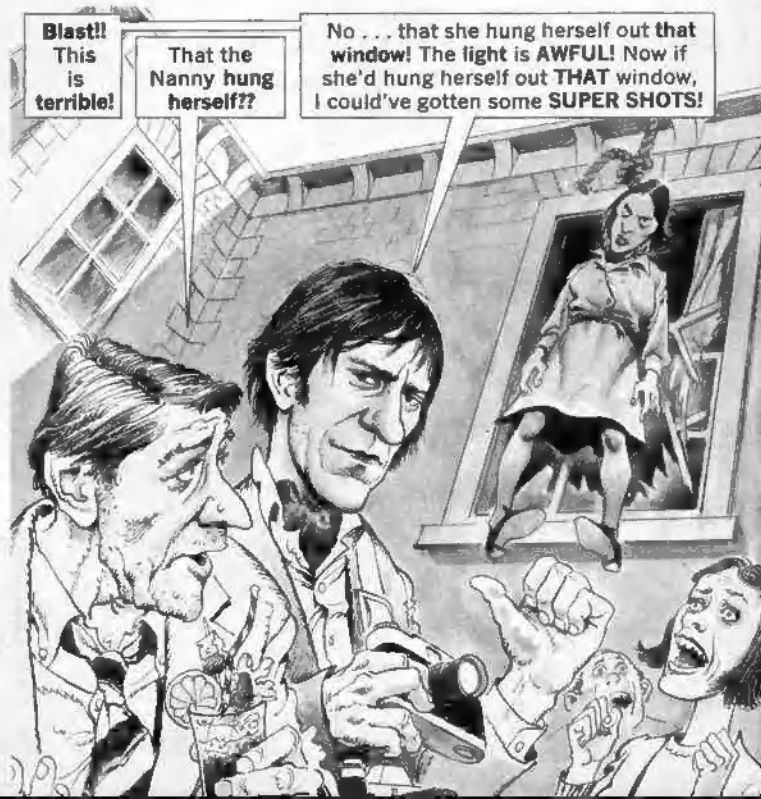
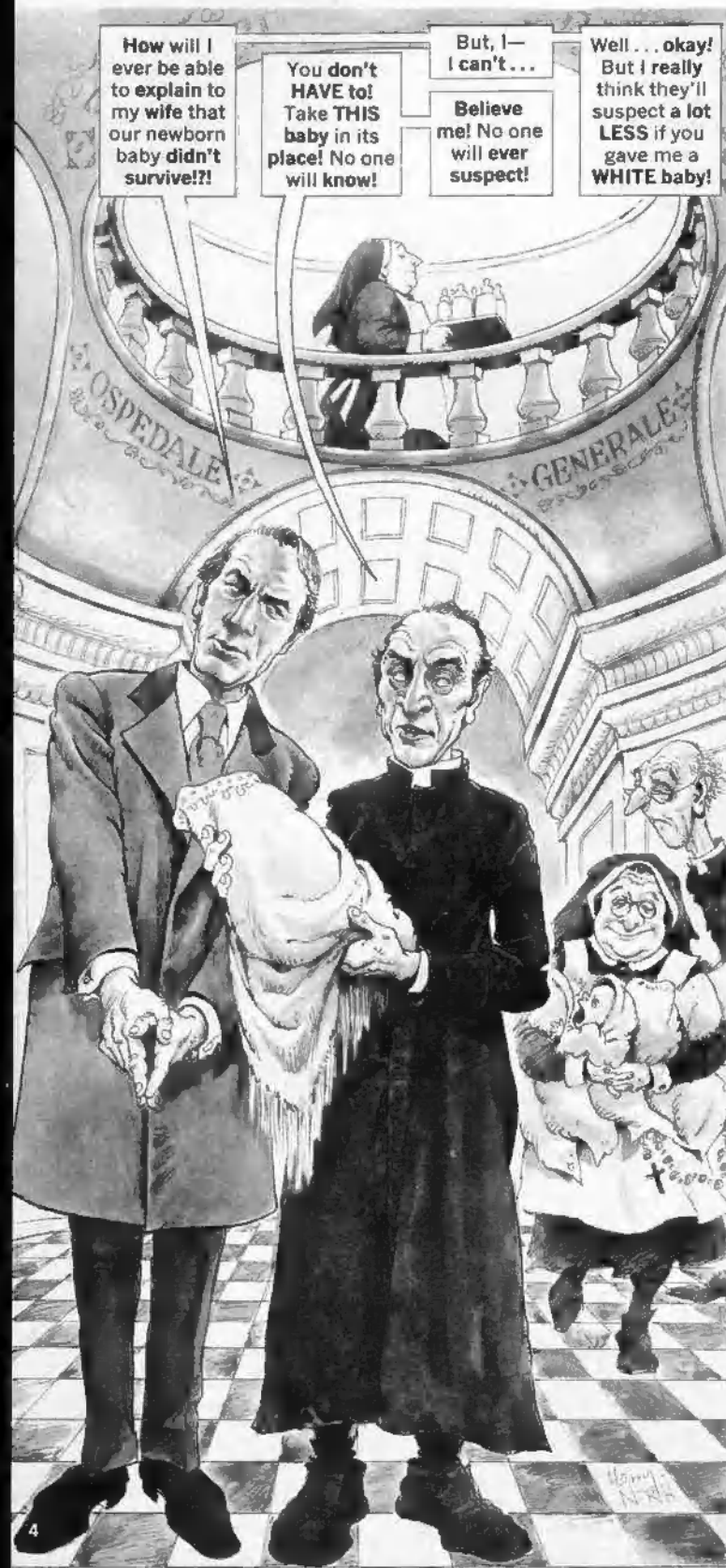
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PECK'S BAD BOY DEPT.

The Devil means big business for the movie industry these days. First came "Rosemary's Baby"... then "The Exorcist"... and now, this latest film. It's apparent movie fans go for

THE O



Mrs. Warlock, my husband and I are a little concerned! You came here and said you were Demon's new Governess, and yet neither of us hired you!

I know, Mum! But when I saw the old Governess hanging out the window, I began to suspect that you might have an opening here! Besides, I have references!

I can't put my finger on it, but there's something odd about that new Governess!!

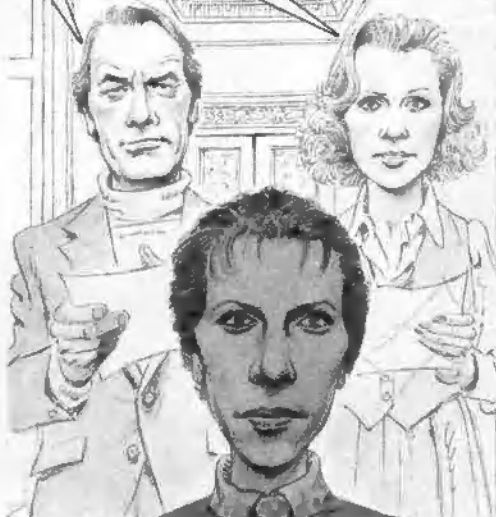
I feel it, too! But she DID give us references!

You call the Marquis de Sade and Adolf Hitler references?!

This is Demon's first visit to a Church, and he seems upset! I don't know why he's acting this way, Father!

No!! No!! Please, Mommy! Take me home!!

That's all right, Mrs. Horns! You needn't come into the Church! We can take up the collection out here in your car!



I'm starting to worry about Demon! There's something strange about him! That big commotion at Church today! And yesterday, he brought me a report card, and he got all STRAIGHT A's!!

What's strange about that?

He doesn't go to SCHOOL yet!



Mrs. Warlock! What is this DOG doing here?! Get rid of him immediately!

I thought he would make a good watchdog for the child!

Well... I'm afraid he might not like the rest of the staff!

But he LOVES the rest of the staff, Sir! Why... only this morning, he LICKED two of them to DEATH!



I'm going to have to see a Psychiatrist, Roburn! I just can't stand that frightening thing... growling and snarling and always snapping at me!

I told Mrs. Warlock to get RID of the dog!

The dog is FINE! I'm talking about DEMON!



Okay, you said you had to see me again! What is it now, Father...?

From the Eternal Sea he rises,
Creating Armies on either shore,
Turning Man against his Brother,
'Til Man exists no more.

Hi diddle diddle,
The Cat and the Fiddle,
The Cow jumped over the Moon-y!
So take your Poem,
And go on Home,
Or I'll have you committed...
You LOONEY!!



Listen to me . . . ! You must go to the town of **Deli** and see the old man named **Pumpnickel!** He will describe how the child must die!

You never give up on that "the child must die" routine, do you?!

Well, for all I care, **YOU** can drop dead!!



How come . . . when I pray for world peace, nothing happens?! But a dumb request like that gets an instant answer?!



Katty! What happened?!

Demon tried to kill me! He knocked me off the balcony with his bike!

Don't say that! It was probably just a little over-enthusiastic child's play!

Now, move over . . .

Move over? Why?!

Because I'm staying **HERE** . . . with **YOU**!!

You don't think I'm going to go **HOME**, and give that little murderer a shot at **ME** . . . do you?!



I'll tell you why I wanted to see you. Mr. Ambassador! Look at these pictures!

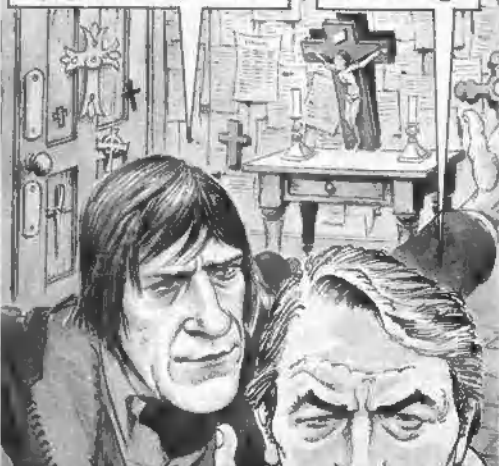
This is the priest who was killed! Look at this picture I took of him before the accident? See? There's a **big dark line** through his chest! And in this picture, there's **another dark line**! And the same in this picture! What do you think . . . ?

I think maybe you should take your film to a different drug store to be developed! **THIS** one is ruining your pictures!!



I also wanted you to see this room! The priest who was killed lived here! Look . . . the walls are completely covered with pages from **The Bible**!

He evidently knew a **LOT** about religion, but **NOTHING** about **Interior Decorating**!

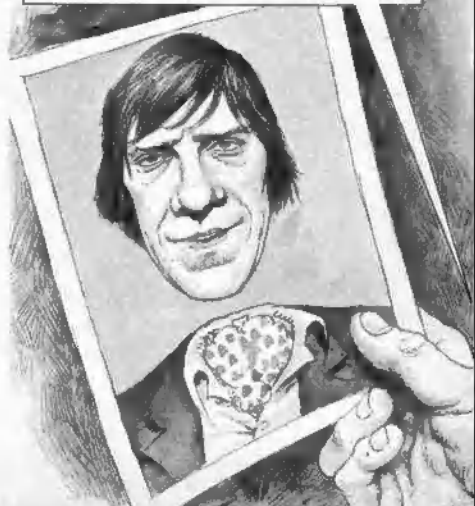


I want to help you get to the **bottom** of this mystery . . . and I'll show you **why**! This is a picture that I took of **myself** . . . with a **self-timer** . . .

Do you notice anything strange . . . ?



Yes! Your head isn't connected to your body! You may know a lot about "**exposure**" . . . but you sure don't know anything about "**focus**" . . . !



A black and white illustration showing a scene of intense verbal confrontation. On the left, a man in a light-colored coat and dark trousers stands and shouts with his mouth wide open. In the center, a man sits in a high-backed wheelchair, also shouting with his mouth open and holding a book or paper. To the right, another man in a dark coat is partially visible, looking towards the central figure. The background is dark and indistinct, with some architectural lines visible. The style is that of a classic comic book or pulp magazine illustration.

Now, he's writing something else! He's writing, "6-6-6"!

Does that equal the "Diabolical Trinity," Father?

He's forgotten his religion!

No... he says, "It equals 16"!

AND his Math!!

Are you sure this is the place the priest described?

He said it was a desolate place, wrecked and strewn with bodies! What other place fits the description?

The Howard Johnson Motor Lodge, down the road!!

We're being attacked by dogs!! I think they're MAD!!

Well, let's just say they're **NOT PLEASED!** They must be looking for a bone!

In a **CEMETERY???** There must be **forty million bones** here! They're looking for **MEAT!!**

But we don't **HAVE** any meat!

YOU tell **THEM** that!!



Katty, listen to me! Things are getting out of hand! you must leave the hospital immediately!

But I'm in traction, I'm on intravenous feeding, I'm connected to a heartmachine... and I'm still in the Intensive Care unit!

Katty, this is no time to pull that "helpless female" stuff! Leave that hospital NOW! IMMEDIATELY!!



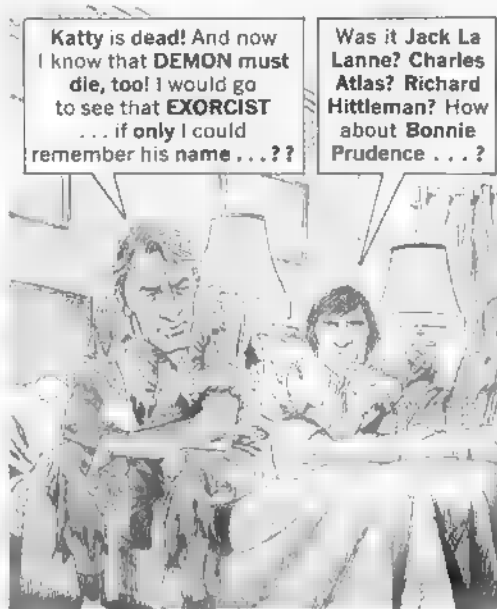
Mrs. Warlock... how come, when I said I have to leave the hospital immediately, THAT's the order you decide to obey!?

I mean, you didn't have to take me LITERALLY-Y-Y-Y—



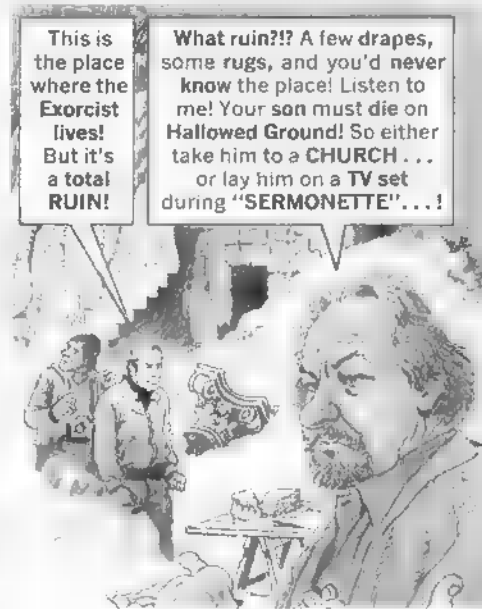
Good Lord... that was terrible! Shall I call an ambulance?

Why bother?!? She landed on one!!



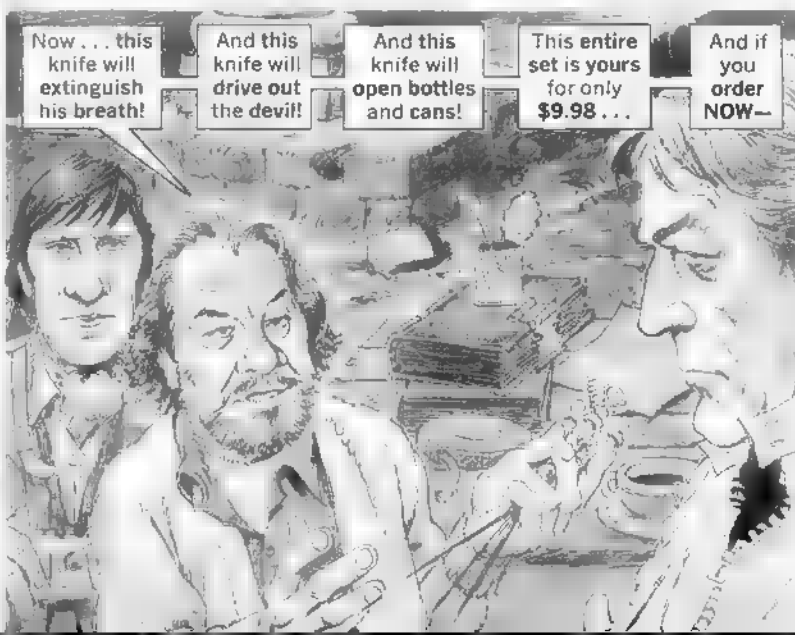
Katty is dead! And now I know that DEMON must die, too! I would go to see that EXORCIST... if only I could remember his name...??

Was it Jack La Lanne? Charles Atlas? Richard Littleman? How about Bonnie Prudence...?



This is the place where the Exorcist lives! But it's a total RUIN!

What ruin?!? A few drapes, some rugs, and you'd never know the place! Listen to me! Your son must die on Hallowed Ground! So either take him to a CHURCH... or lay him on a TV set during "SERMONETTE"...!



Now... this knife will extinguish his breath!

And this knife will drive out the devil!

And this knife will open bottles and cans!

This entire set is yours for only \$9.98...

And if you order NOW—



But—but I can't stab my own son!

He is a devil! He is evil! He has killed... and he will kill again!!

How about if I send him to bed without any dinner...?!!

I'm afraid that won't do it!!

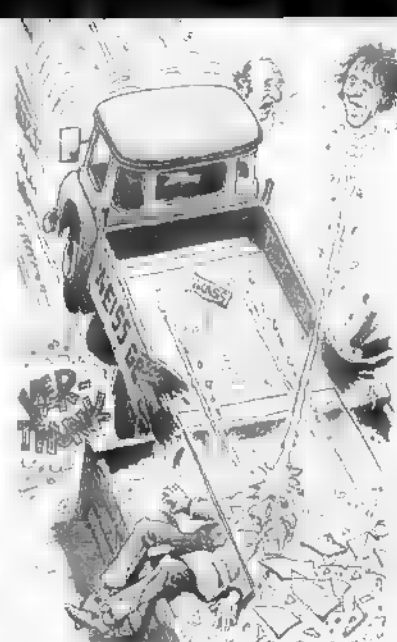
Uh—how about if I slap his little bottom—REAL HARD?!!

Can you imagine?!?
That Exorcist
wants me to stab
my own son! Well,
I won't do it!!

Then I will!
Give me
those
knives!!

I will
not!!
You will
so!!

Hey! Now,
don't lose
your head
over this
thing!! "



Is there something wrong
with my speaking voice?!?

I said "DON'T lose your
head over this thing!" !!



Demon, if I don't go through with
this, do you promise to eat all
your vegetables . . . and clean your
room . . . and stop killing everyone?



Don't DO
that—or
I'll
shoot!!

But I must! This
child is
THE DEVIL!!

Look, Mac! I got four kids
of my own, and none of
them are ANGELS! I think
you're OVER-REACTING!!



How dare you accuse
me of over-acting!
The child must die!!

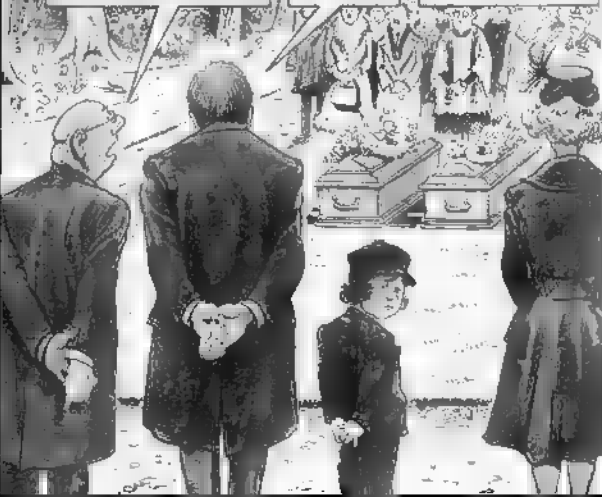
Drop the
knife!!
Drop it!!



We've lost a very
good Ambassador,
Mr. President! He
had a wonderful way
with foreigners!!

Yes . . .
but he
wasn't
too good
with kids!

However, I will
raise his son
here . . . in the
White House . . .
with me!



I know I'm
terribly
miscalc in
this movie!

I know I'm
supposed to
look evil—
and I don't!

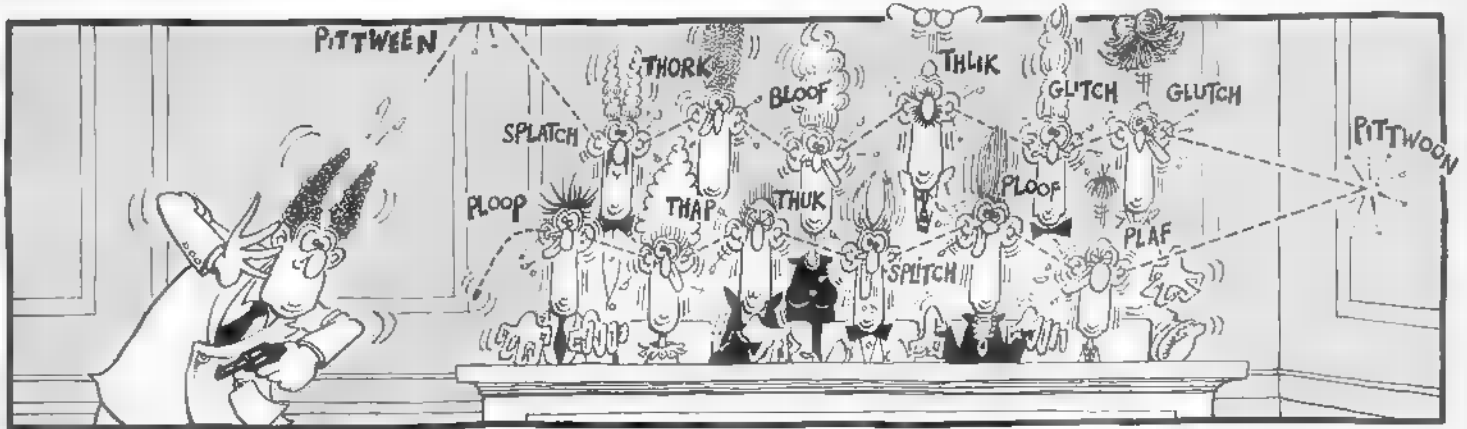
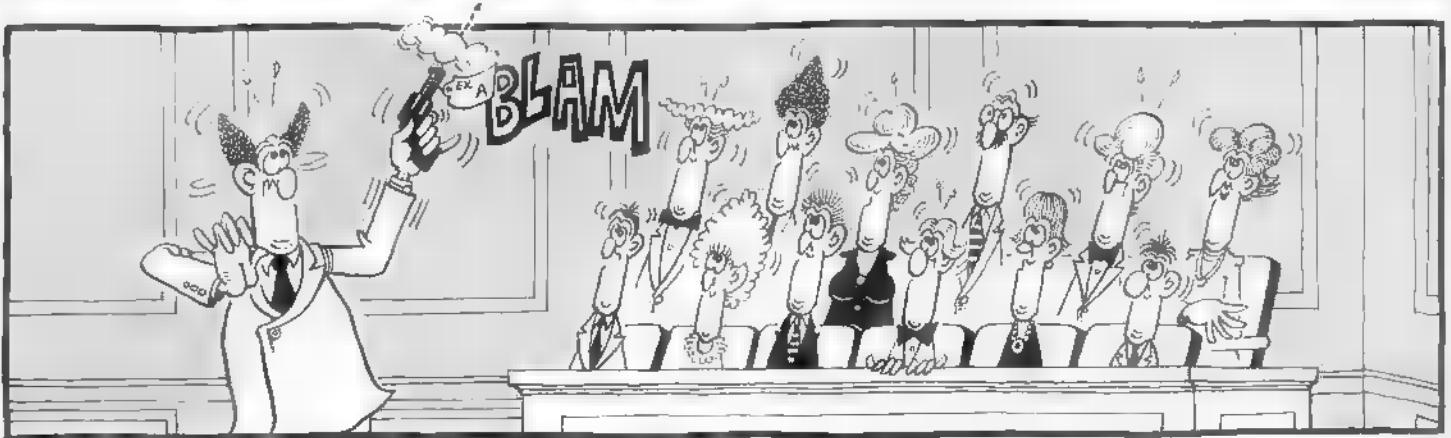
But neither
did Richard
M. Nixon!!
Remember?!!

Anyway . . . the
White House
is the perfect
place for me!

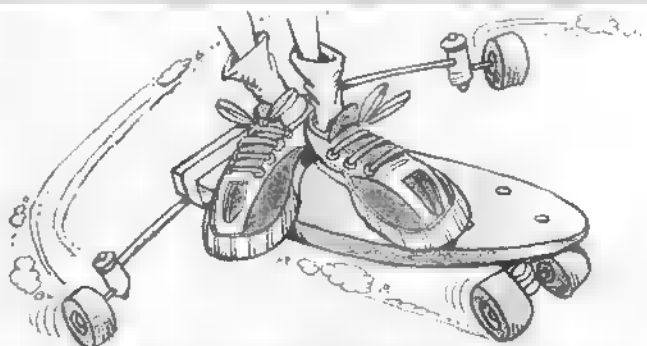
This
country's
run like Hell
already!!



ONE MORNING IN A COURTROOM



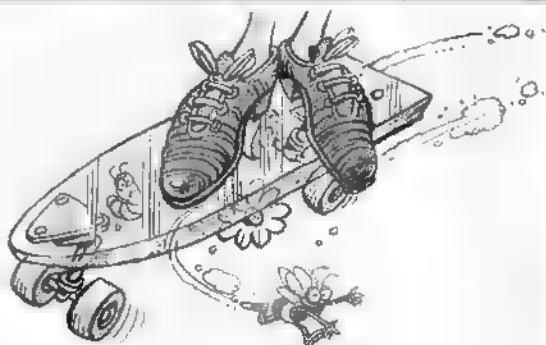
MAD'S "CUSTOMIZ



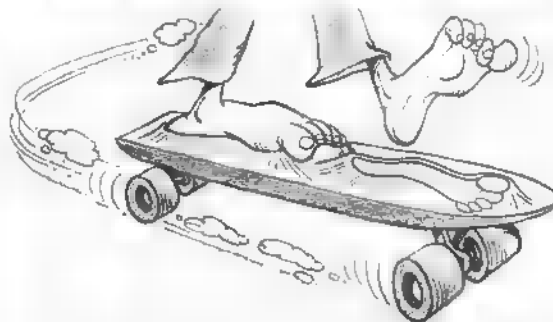
BEGINNER'S TRAINING SKATEBOARD



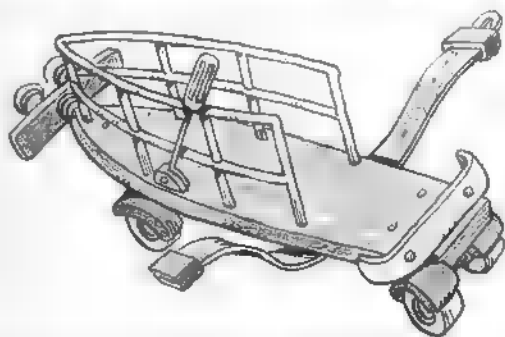
WINTER SKATEBOARD



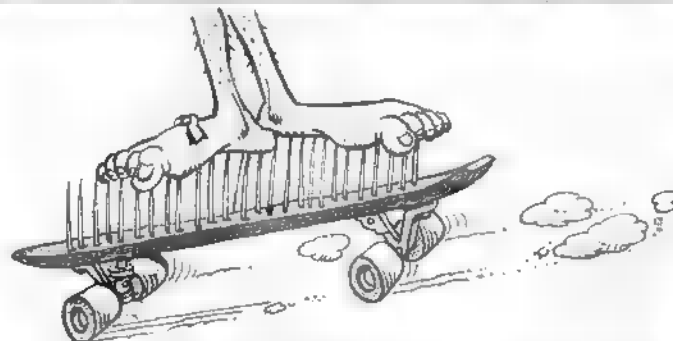
GLASS BOTTOM SKATEBOARD



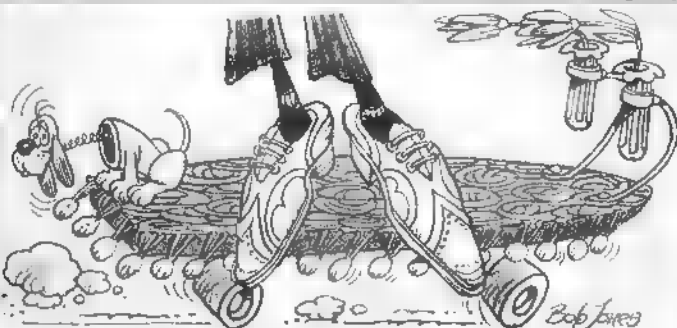
ORTHOPEDIC SKATEBOARD WITH BUILT-IN ARCH SUPPORTS



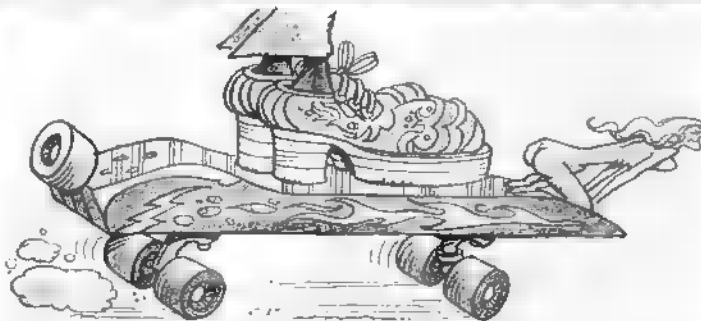
SISSY'S SKATEBOARD



MASOCHIST'S SKATEBOARD



LATIN-AMERICAN SKATEBOARD



PIMP'S SKATEBOARD

ED" SKATEBOARDS

ARTIST: BOB JONES

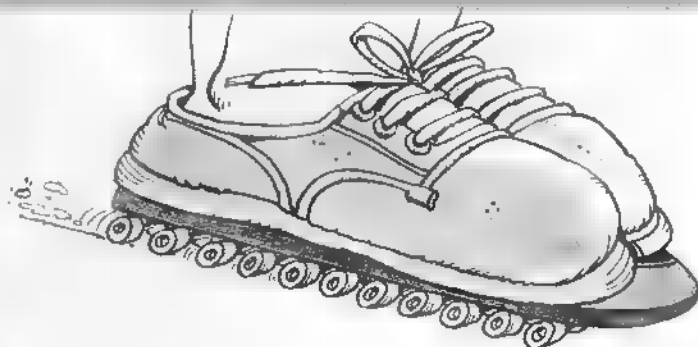
WRITER: PAUL PETER PORGES



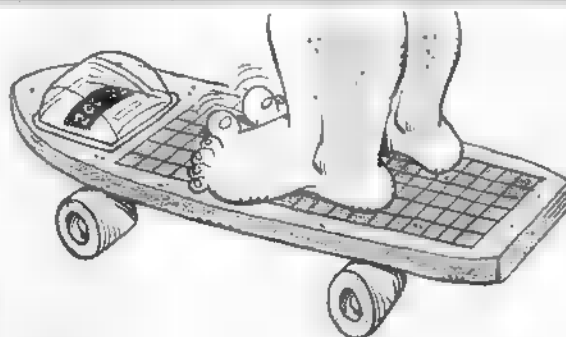
AMPHIBIOUS SKATEBOARD



OFF-ROAD SKATEBOARD



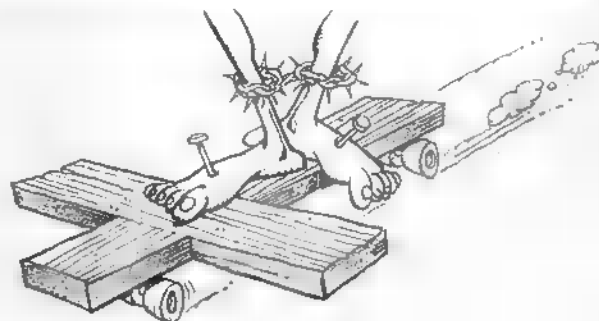
VERY FAT PERSON'S SKATEBOARD



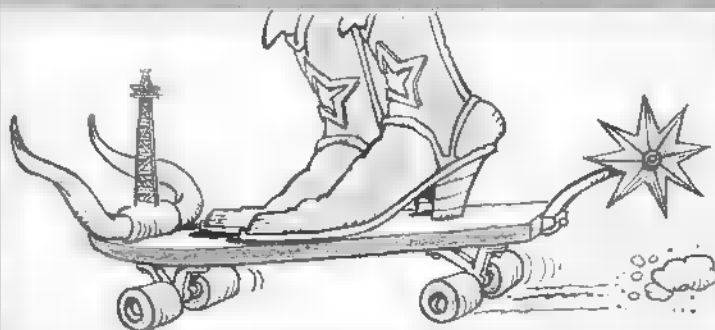
WEIGHT-WATCHER'S SKATEBOARD



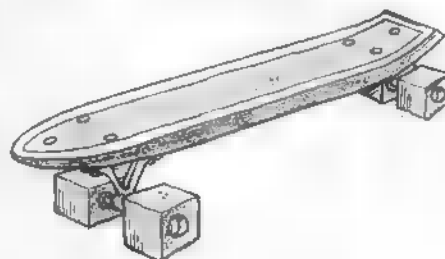
BACK-PACKER'S SKATEBOARD



RELIGIOUS FANATIC'S SKATEBOARD



WESTERN SKATEBOARD



POLISH SKATEBOARD

BEATING THE LEXICON GAME DEPT.

A favorite Grown-Up complaint is that kids today don't know or care what's going on in the world. Well, what do they expect? A whole generation is being raised on the confusing double-talk of TV News. And maybe Parents can con themselves into thinking they understand all those mysterious new

A LITTLE KID UNDERSTANDS

Detente



... is like when the Class Bully agrees to stop threatening to beat you up after you promise to do all his Math homework on your new calculator.

Classified Information



... is like the kind your Teacher writes in a note to your Parents, and then seals the envelope so you can't find out what it is, even though you're the one she's written about.

The Domino Theory



... is a Grown-Up term for what happens when your Dad's Boss is forced by his Wife to sleep on the sofa, which makes him yell at your Dad all the next day, which makes your Dad get bombed on his way home from work, which makes your Mom send you upstairs to your room so you won't hear what happens next.

Granting Diplomatic Recognition



... is like when you invite a kid to your Birthday Party—even though you don't like him very much—because you know he'll bring an expensive present.

words and bewildering new phrases of the TV Newscaster . . . but their kids are too honest to do that. They're the first ones to admit that they need help in deciphering the indecipherable. And so . . . MAD rushes to the aid of the younger generation with this vital Public Service Feature entitled:

'S GUIDE TO NG THE NEWS

ARTIST: JACK DAVIS
WRITER: TOM KOCH



Deficit Spending



. . . is like when you borrow so far ahead on your allowance that you can't ever get out of debt, unless you grow up to be the only 44-year-old person still getting an allowance.

A Conflict of Interest



. . . is like when you're assigned as the Honorary Hall Monitor to see that nobody snitches stuff out of the lockers, and you're the main one who's snitching stuff.

School Desegregation and Forced Busing



. . . are really the same thing. Adults have merely given it two different names so that those who are for it and those who are against it can both make it sound as if the other side is wrong.

A Consumer Boycott



. . . is when all the Mothers get together and agree not to buy stuff their kids love to eat until the prices come down. (Oddly enough, Consumer Boycotts are never called to protest the rising costs of Grown-Up things like whiskey, beer and cigarettes.)

A Covert Operation



... is what Grown-Ups call ■ when they get caught doing something they shouldn't do. By calling ■ that, they make sure of getting a medal instead of going to jail.

Fringe Benefits



... are like when you agree to clean out your neighbor's garage for a lousy 50¢ cash because you know there's a whole stack of *Penthouse Magazines* under all that junk.

Women's Liberation



... is a movement designed to convince everybody that girls with I.Q.s of 160 are as good as boys who can chin themselves 28 times without stopping.

Declaring Bankruptcy



... is like when you owe money to all of your friends, and you announce that you're not going to pay it back, but they can't hit you right then because your Father is with you.

A U.N. Cease-Fire



... is like when your Mom says it's okay to hit another kid if he hits you first, but not if he just looks like he might.

Senior Citizens



... are what Middle-Aged People call Old People when they want to get rid of them without hurting their feelings.

Bipartisanship



... is like when your Mom and Dad are both so completely against letting you take up "Hang Gliding" that there's no point in trying to play one of them off against the other.

An Unannounced Candidate



... is like what you are when you see a girl you want to date real bad but you're scared to ask her until her brother can almost guarantee that she won't say "NO!"

A Nuclear Deterrent



... is like when your folks buy a dog just so they can put a "Beware Of The Dog" sign on the front gate to scare away strangers ... they hope.

Strategic Arms Limitations



... is like when two guys agree to throw away so many weapons, they barely have enough left to kill each other more than once.

A Recession



... is when your allowance stays the same for a long time because your Father asked for a raise and got turned down.

A Depression

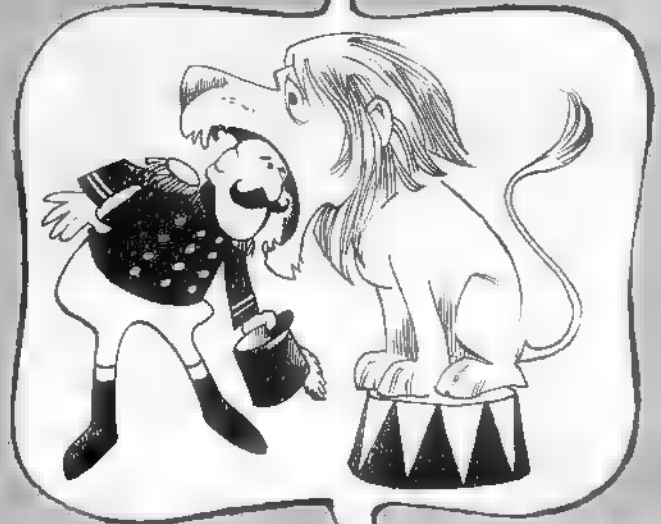


... is when you don't get any allowance at all for a long time because your Father asked for a raise and got fired.

INCIDENT REPLAY DEPT.

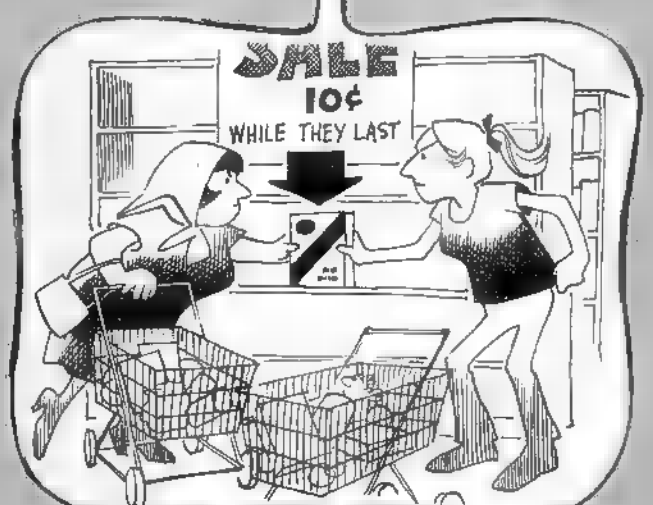
MORE WHAT'S T

ARTIST: BOB CLARKE



HE STORY...?

WRITER: DON EDWING



► **Ball Bearings—Used**

QUEEG, CAPT. PHILIP

Never Out of Stock
"You're In Good Hands
With Captain Queeg!"
Give Him A Trial

171 Caine Blvd. Wouk 4-4456

► **Blood Banks**

ORACULA, COUNT

Withdrawals by Appointment
MEET THE COUNT
YOU'LL LIKE HIS PERSONAL TOUCH
HE'LL GO TO BAT FOR YOU

"No Ordinary Fly-by-Night Organization"

5 Transylvania Estates
(Located near all the main arteries)
SToker 5-1122

► **Candlesticks, Retail**

Nimble, Jack B.
8 Quick St.

MOthergoose 3-9803

► **Criminals**

The Crooked Man
41 Nursery St.

MOthergoose 6-2133

► **Dieticians**

SPRAT'S SLENDERIZING SALON

The Only Clinic Offering
TWO GUARANTEED SYSTEMS
FOR LOSING WEIGHT
WHILE EATING ALL YOU WANT

PLAN 1

Jack Sprat's High-Protein,
Low-Fat, Lean-Meat Diet

PLAN 2

Mrs. Sprat's High-Fat,
Low-Protein, Fat-Meat Diet

Try Either One! Between the Two,
You'll Lose Weight While You
Lick The Platter Clean!

15 Regimen St. MOthergoose 5-1677

► **Door Knockers**

Raven Associates
15 Dreary Lane

POe 4-7761

► **Exterminators**

VEKING PESTS ELIMINATED
WITH IMPECCABLE TASTE
JAMES BOND

"Extermination with Elegance"



The mere sight of a pest can be
embarrassing, which is why beautiful
home-makers employ my services. I
liquidate the hideous creatures with
elegant precision, employing the
latest methods of my profession.

SUAVE DEBONAIR DISCREET

Chat with me about
141 "M" my fee over a
Street bottle of Chateau
d'Yquem '59. Fleming
5-0007

Who says that the heroes and villains we read about in books are
fictional? Recently, we came across a directory that proves that

THE LITERARY

Valjean, Jean

7 Rue de les Miserables HUgo 5-7747

► **Child Care Centers**

THE PIED PIPER

Kids Getting In The Way?
Pay the Piper
He'll Take Them Off Your
Hands for Good

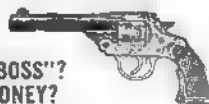
172 Rat Road HAMlin 6-9044

► **Counseling, Family**

CORLEONE, DON & SONS

Troubled by—

DOMESTIC SPATS?
DECIDING WHO'S "BOSS"?
CONCERNS OVER MONEY?



Let Our Experienced Staff Eliminate
Your Problems PERMANENTLY

Call PUzo 7-6464

18 For a Trial Guaranteed
Cosa Nostra Offer You Can't Results—
Blvd. Refuse OR ELSE!!

► **Counseling, Sex**

PORTNOY, ALEXANDER

Intimate Knowledge of Kinky Capers,
Freaky Fooling-Around and
Raunchy Romancing

Got a Complaint?

YOU'RE IN GOOD HANDS WITH
PORTNOY

17 Liver Lane ROth 5-7336

► **Electricians**

FRANKENSTEIN & SONS

WHEN IT COMES TO REWIRING,
YOU NEED THE PRESONAL TOUCH

of
FRANKENSTEIN
■ SONS

■ PROBLEM NO JOB TOO
TOO HUGE MONSTROUS

NO INSTALLATION
BEYOND OUR CONTROL

18 EasyCredit Terms Call
Cathode In Case You're KARloff 4-0965
Street Temporarily Strapped Now!

► **Encounter Groups**

Jekyll & Hyde Club

15 Split St. STEvenson 6-5123

► **Escorts, Female**

MARION, MAID

Years of Experience
Making Merry Men Merrier

876 Sherwood Lane QUiver 6-0094

Camptown Ladies

5 Doodah St. FOster 4-5574

► **Exorcists**

FAUST, DR.

"If You Can't Fight Him,
Join Him"

11 Gounod St. MEphistopheles 4-8838

HAMMER, MIKE

"I DON'T MESS AROUND!"

"Call me and my assistant, Roscoe,
and the filthy, stinking, rotten,
lousy rats, insects and other as-
sorted creeps will wish they'd
never been born! My gun is quick!"

TOUGH BRUTAL BLOODY EFFICIENT
Results Absolutely Guaranteed

186 Rubout St. SPillane 3-3479

► **Fund-Raising Organizations**

ROBIN HOOD & ASSOCIATES

NEEDY CAUSES OUR SPECIALTY

We Have A Way Of Getting To
The Fat Cats With The
BIG MONEY

All-Inclusive Service

We Get the Money—We Spread it
Around—We Charge No Commission
Other Than Being Haired as Glorious
Examples of Nature's Noblemen

YOU SET THE TARGET! WE'LL HIT IT!

By Appointment to His Majesty
King John of England

88 Sherwood Ave. QUiver 5-6655

► **Hair Removing—Electrolysis**

Rapunzel's Salon

199 Tower Road MOthergoose 1-7747

► Hangers

DEEVER, DANNY

"I know all the ropes"

85 Empire Street Klipping 6-7533

► Head Shops

Crane, Ichabod

151 Sleepy Hollow IRving 4-3345

DEFARGE, MADAME

Life Seem Dull? Let Me Put You
In A Different World!

Low, Low Rates!
"Only A Drop In The Bucket"

"She's the rage of Paris!"
—S. Carton

44 Rue de Guillotine Dickens 8-6548

Salome's

3 John St. PLatter 3-1015

► Hell-Raisers

Juan, Don

17 Satan Ave. SHaw 5-0086

► Matchmakers

ST. IVES MATRIMONIAL SRVC.

Have I Got A Wife For You?

Not Three, Not Four, Not Five, Not Six,
But **SEVEN** To Choose From
Each Completely Outfitted With
Sacks, Cats & Kits

Call MOTHERGOOSE 3-9987 and ask for
THE MAN FROM ST. IVES

► Men's Underwear

Silver, "Long-John"

16 Hawkins St. STEvenson 4-9834

► Odd Jobs

HERCULES

I can kill lions, burn snakes, capture
boars, kill monstrous birds, clean
stables, even destroy icky creatures
and locate three-headed dogs.

Small Wonder People Call Me
THE "CAN-DO" KID

12 Just Dial Olympus 6-3836
Labors and ask for
Blvd. The Great One

► Operators, Small-Time

Black Sambo, Little

9 Uncle Tom Ave.

NURsery 3-6667

Bo-Peep, Little

5 Meadow St.

MOTHERGOOSE 3-7277

Boy Blue, Little

13 Haystack St.

MOTHERGOOSE 8-9908

Eva, Little

77 Sob St.

STOWE 5-9978

Fauntleroy, Little Lord

3 Sob St.

DISinherited 5-8505

Finn, Huck

12 Sawyer Ave.

TWain 4-1867

Horner, Little Jack

6 Plum St.

MOTHERGOOSE 4-9566

Muffet, Little Miss

3 Tuffet Terrace

MOTHERGOOSE 4-3342

Red Ridinghood, Little

12 Wolf St.

MOTHERGOOSE 5-0914

Tucker, Little Tommy

4 Melody Lane

MOTHERGOOSE 3-9113

Women, Little

4 March Place

ALcott 6-7656

► Paper—Wholesale

Pickwick, Samuel

21 Boz St.

Dickens 4-7444

these so-called "made-up" characters are as real as you and I. If you don't believe it, merely browse through these entries in...

YELLOW PAGES

WRITER: FRANK JACOBS

► Impotence Cures

ADHEM, ABOU BEN

Got an Impotence Problem?
Call ABOU BEN ADHEM
And Watch Your Tribe Increase

61 Poesy Drive PANacea 4-3826

► Junkyards

THE TINMAN

"I am a one-man operation
carrying a complete line
of useless rusted parts."

"My Competitors Call Me Heartless,
But Don't Believe Them!"

3 Yellow Brick Road OZ 5-8211

► Jewelry, Antique

Frodo, Inc.

11 Hobbit Lane TOLkein 5-7455

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ALADDIN'S HOUSE OF PLEASURE

RUBS ARE OUR SPECIALTY

Try One
And You'll Feel
Like A Million Dollars

YOUR WISH ■ OUR COMMAND
"Genial" Service

14 Sinbad St. BAGhdad 7-2630

WHATEVER THE JOB TOM SWIFT CAN DO IT!

Houses Torn Down Smashingly;
Paintings Restored Artfully; Gloves
Cleaned Offhandedly; Men's Clothes
Repaired Suitably; Footballs Fixed
Passably; Wild Animals Shot Gamely;
Shirts Laundered Unshrinkingly;
Dungeons Constructed Cagily; Skin
Blemishes Diagnosed Rashly; Chick-
ens Defeathered Pluckily; Burials
Performed Gravely; Business Meet-
ings Set Up Conventionally; Small
Boats Built Craftily; Flattery Given
Complimentarily; All Tips Received
Gratuitously.

EVERY JOB PERFORMED SWIFTLY

33 Adverb Place APpleton 2-5280

► Operators, Big-Time

Bunyon, Paul

33 Northwoods Ave.

AX 5-3641

GULLIVER, LEMUEL

NO JOB TOO BIG

Crushing The Competition
Is My Business

15 Lilliput
Lane

SWIFT 3-8864
If tied up, call
SWIFT 3-4688

► Pharmacies

FEELIN' LOW?

**HEIGH HO—HEIGH HO—
IT'S OFF TO WORK ON YOU WE GO!**

We Employ Seven Pharmacists
Each A Specialist In His Own Field



For Tranquilizers
Ask For SLEEPY



For Barbiturates
Ask For HAPPY



For Allergies
Ask For SNEEZY



For Depressants
Ask For GRUMPY



For Hard Drugs
Ask For DOPEY



DOC—Head Pharmacist
BASHFUL—Assistant

DWARF DRUGS—7 Disney Lane
Day or Night Call GRIMM 7-7777

► Physicians & Surgeons

THE WIZARD'S CLINIC

TRANSPLANTS ARE OUR SPECIALTY
HEADS HEARTS NERVES

Whatever You're Missing, We Can Supply

"The Wizard Sure Knows His Stuff"
—The Scarecrow

99 Yellow Brick Road

OX 6-4000

► Priests, Acrobatic

FATHER WILLIAM

Standing On My Head
And Feeling Younger By The Day

172 Nonsensical Mews ... CARroll 6-7465

► Public Relations

ALDEN, JOHN

Having Trouble Getting Your Message
To The Right People?

I Can Say It Better And
Get Results You Never Dreamed Of

"My business was in trouble, so I gave it to
John Alden, ■ was it the other way around?"
—M. Standish

18 Plymouth Dr. ... LONGfellow 5-6722

GRAY, DORIAN & ASSOCIATES

What Kind of Picture Are You
Presenting To Your Customers?

No Matter How Bad Things Are,
We Can Make Them Look Better

SPECIAL FEE ARRANGEMENTS
Pay Nothing Now—Everything Later

416 Dissipation Dr. ... WILde 4-9702



► Real Estate Management

KING ARTHUR & ASSOCIATES

DEEDS AND TITLES
OUR SPECIALTY

14 Camelot Road ... EXcalibur 4-7741
Special Knight Number GALahad 6-9983

► Restaurants

HUMPTY DUMPTY'S EGG EMPORIUM

"I Throw Myself Into My Work"

467 Wall St. ... MOTHERgoose 4-8862

► Reweaving

Invisible Man

104 Bandage Blvd. ... RAINs 4-9005

► Shoe Repair

ACHILLES, INC

Damaged Heels Our Specialty

19 Tendon Ave. ... OLYmpus 5-2927

► Side-Show Attractions

MOWGLI

The ORIGINAL Wolf-Boy
I Grow! I Bay! I Grunt!
I Eat Raw Meat And
Run On All Fours

And Yet I Retain All Those Warm,
Wonderful, Human Characteristics
That Make Me Immensely Loveable

14 Shere Khan Blvd. ... Kipling 3-6611



► Snoopers

De Bergerac, Cyrano
55 Rue de Nostril

ROstand 4-9064

► Speech Therapy

Piper, Peter

4 Peck Place ... Pickledpeppers 3-0353
Rumplestiltskin Associates
556 Troll Blvd. ... GRimm 5-9433

► Spirits—Retail

Marley, Jacob

175 Scrooge Ave. ... Dickens 3-5671
Muir, Mrs. Lucy
18 Spectre Lane ... NAUTical 4-9087

► Streakers

GODIVA, LADY

More Than Just Another Naked Body
GODIVA DOES IT BAREBACK
and we do mean
BAREBACK

15
Coventry
St.

Call MERICIA 6-1016
and ask for
Tom

MERCURY

The God With The
QUICKSILVER ROD

14 Zeus Blvd. ... OLYmpus 6-0092

► Tours & Travel

AHAB'S SEA VENTURES

We Guarantee A Whale Of A Time

Small Wonder
We've Got A Leg Up On
Our Competition

64
Moby
Drive

Call Ishmael
at
MEllville 7-9933

TARZAN'S TOURS

For Swingers Only

161
Vine
Street

Call BURroughs 5-6492
and ask for
Cheeta

► Tomatoes, Ripe

Bowles, Sally

5 Isherwoodstrasse ... CABaret 2-0976

Buchanan, Daisy

141 Grt. Gatsby Road ... FITZgerald 4-6987

Chatterly, Lady Constance

14 Dalliance Place ... LAWrence 1-8847

Gafore, Pussy

15 Goldfinger Plaza ... FLEMing 4-6694

Golightly, Holly

3 Tiffany Place ... CAPote 5-0234

O'Hara, Scarlett

85 Tara Drive ... MITCHEll 4-7015

► Tomatoes, Rotten

Klubb, Rosa

14 Kremlin St. ... FLEMing 3-7876

MacBeth, Lady

14 Glamis St. ... SHakespeare 5-6565

O'Hara, Scarlett

85 Tara Drive ... MITCHEll 4-7015

Sharp, Becky

60 Vanity Fair St. ... THackery 3-1916

► Trunks—Mrs.

Babar, Inc.

15 Halfgrown Ave. ... JUvenile 5-8845

► Uncle Toms

**YASSUH,
HERE HE BE!**

**Don't Be Fooled By Imitations
HIRE THE GENUINE
UNCLE TOM**



The ORIGINAL Devoted Dorky

**Humble, Servile, Knowing
His Place, Yet Providing The
Expected Shuffling Dignity**

151 Cabin St. STowe 4-8788

Joe, Old Black

3 Gentle Voices Ave. ... FOSTer 3-3534

Remus, Uncle

2 Zip-a-Dee-Doo-Dah St. ... HARRis 5-2345

► Wake-Up Services

VAN WINKLE, RIP

"Not The Most Reliable Wake-Up
Service In Town"

Failing To Satisfy Customers
For 20 Years

11 Catskill View ... IRving 4-1718

WONDERLAND WAKE-UP, INC.

**ALWAYS LATE
FOR A VERY IMPORTANT DATE?**

Don't Get Yourself In A Hole Because
You Can't Wake Up

#15
(Rear)
Looking-Glass
Place

Call
CARroll 5-3836
and ask for
The White Rabbit

► Yes-Men

YES-MEN ASSOCIATES

Need A Reliable Assistant Who'll Tag
Along And Never Get In The Way?

We Have A Huge Selection Of Harmless
Helpers, Aimless Associates, Servile
Sycophants And Just Plain, Not
Overly Bright Guys

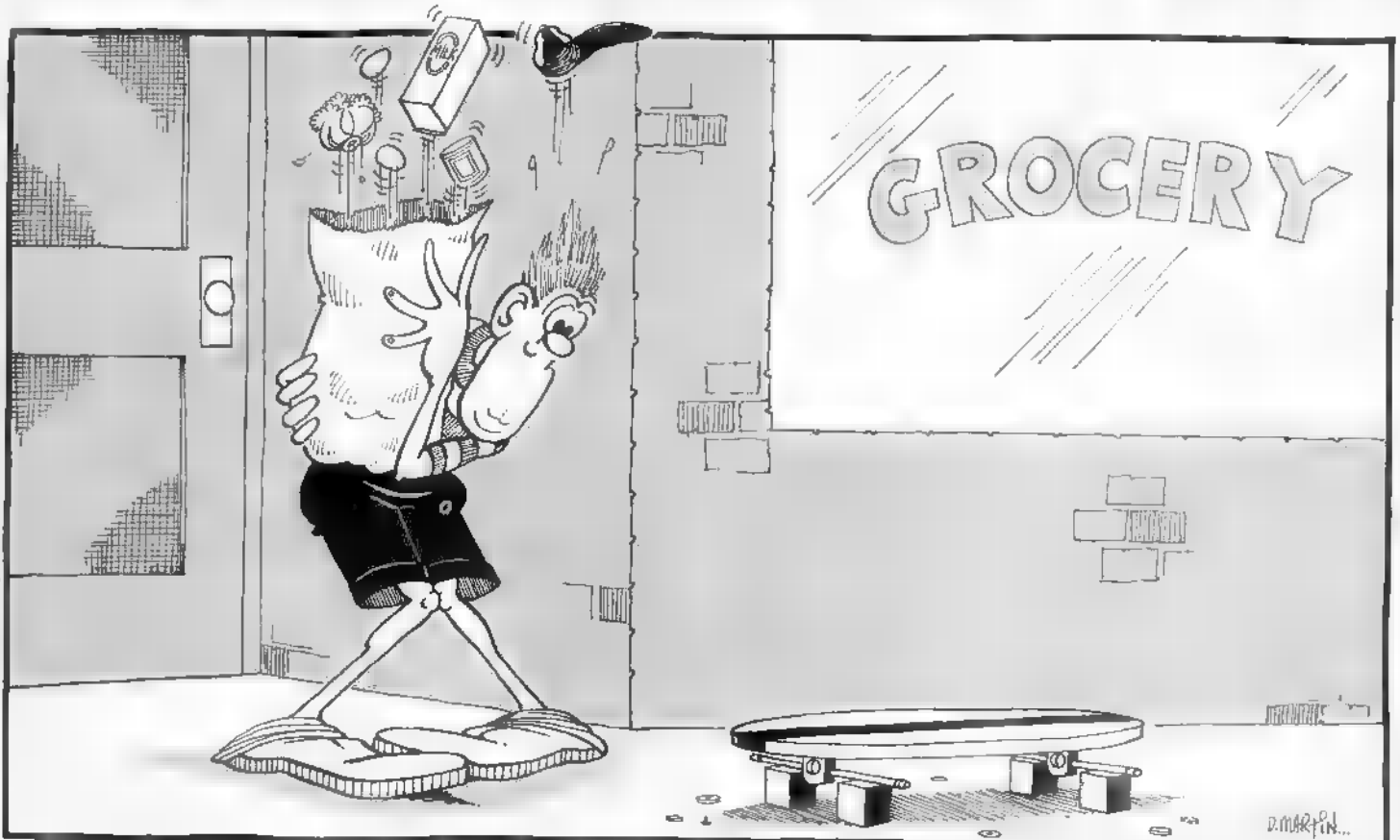
Make Your Selection
From This Innocuous Choice

Sancho Panza
Will Scarlet
Queequeg
Barkis
Dr. Watson
Piglet

Pickering
Alan-a-Dale
Ashley Wilkes
Hector
Friday
Mr. Mimmiver

151 Supportive Rd. ... NEuman 1-2345

ONE AFTERNOON WHILE RUNNING AN ERRAND





... you do everything you can to protect your President, and then he receives a full pardon, and you go to jail.



... you testify against a psychotic hood who's been shaking you down, and then he's found "Not Guilty."



... you join the Little League even though you hate Baseball because your Father says it will help you make friends, but after striking out and making errors all the time, all you do is end up making a bunch of enemies out of your teammates.

LOSERS-WEEPERS DEPT.

IT'S ALL INSURANCE INJURY

ARTIST JACK RICKARD



... in desperation, you call up a girl you don't even like, and you ask her for a date, and she turns you down.



... the class mingo uses you for a punching bag ... and then you get suspended from school for fighting.



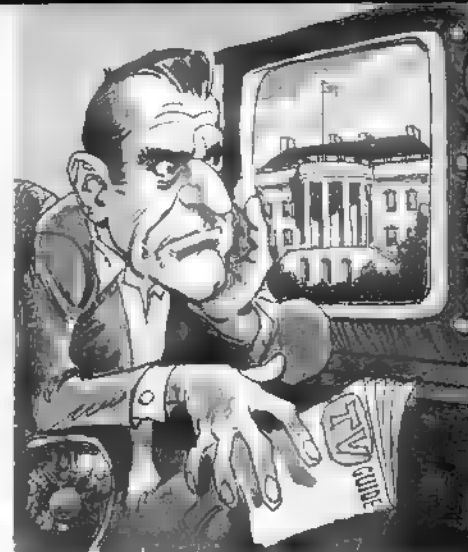
... you're the only one who doesn't score with the Class Swinger, and she names you as the father of her baby.



... you lose the top of your bikini, and nobody notices it.



... you're home from school sick, and your teacher sends you the classwork.



... the President preempts your favorite TV show, then announces a tax increase.

ADDING IT TO WHEN...

WRITER: LOU SILVERSTONE



... you eat all kinds of yecchy-tasting foods, and you still end up looking like the guy who gets sand kicked in his face at the beach, and your buddy, who lives on a diet of hot dogs, pizza pies and ice cream, develops a build like Larry Csonka.



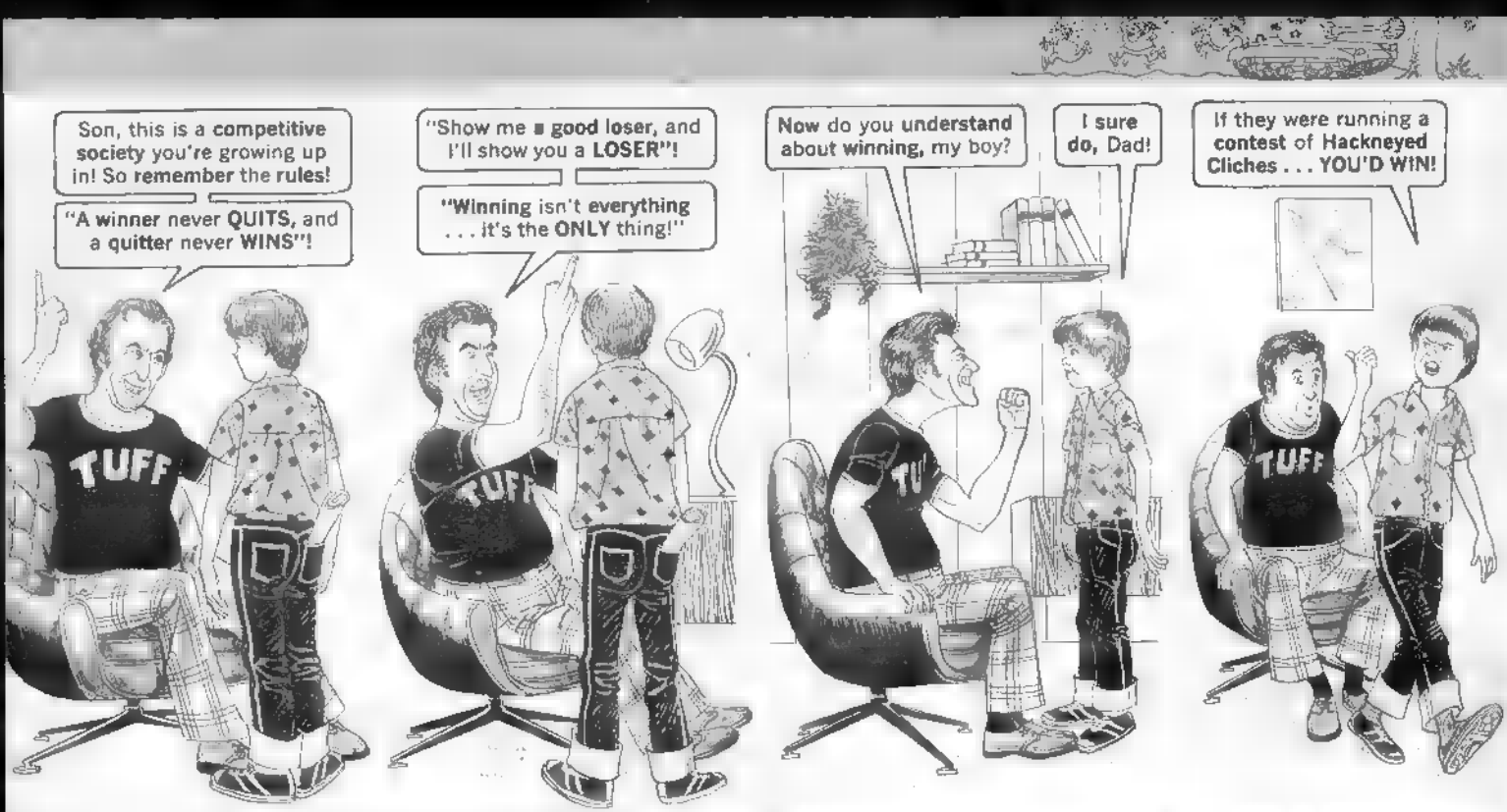
... you spring for some heavy bread to go to a Hair Stylist, and he does a worse job than your regular barber.



... you're the only one between the goal line and the guy who intercepted the pass you threw.



... you go broke feeding a slot machine all night, and some clown comes along, puts in 1 quarter, and hits the jackpot.



Son, this is a competitive society you're growing up in! So remember the rules!

"A winner never QUILTS, and a quitter never WINS!"

"Show me a good loser, and I'll show you a LOSER!"

"Winning isn't everything ... it's the ONLY thing!"

Now do you understand about winning, my boy?

I sure do, Dad!

If they were running a contest of Hackneyed Cliches ... YOU'D WIN!

BERG'S-EYE VIEW DEPT.

THE LIGHTER SIDE OF...

WIN



WE WANT RIMSHAW!
WE WANT RIMSHAW!
WE WANT RIMSHAW!

Hey, you! Rimshaw!!

Yeah, Coach! Yeah ...

You sure got a lot of fans in the stands, yelling for you!!

Yeah, Coach! Yeah ...

Well, go up there and see what the hell they want!!

Let's play Cops and Robbers!

Yeah!

I'll be the
BAD GUY!

Okay! An' I'll be
the **GOOD GUY!**

But why do you wanna be
the **BAD GUY?** On TV, the
GOOD GUY always wins!

Not on the **NEWS Shows!**



NING

ARTIST & WRITER:
DAVE BERG

Excuse me! I understand
this is a pretty rough
neighborhood! I wonder if
you'd mind keeping an eye
on my car for a minute
while I run into the store?

What?!
Don't you
know
who
I am?!

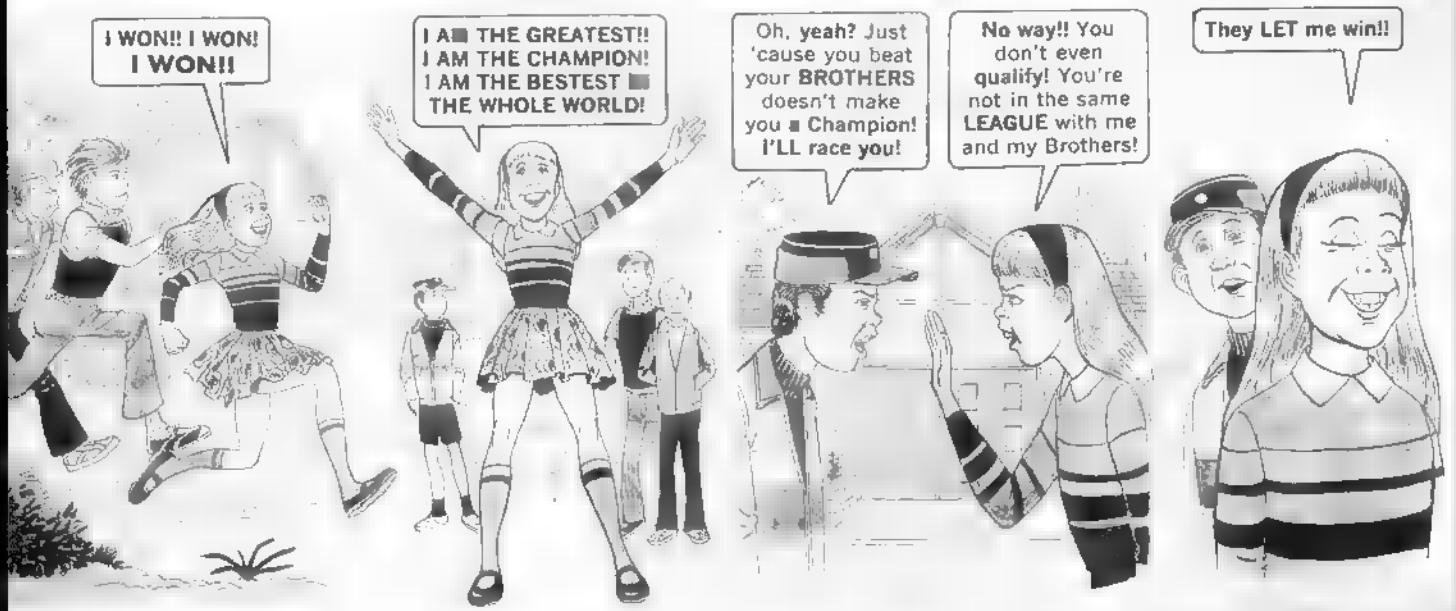
No!
I
don't!

My picture has been on
posters all over the
city! I've been on TV!

I... my dear Sir... have
just won election to the
United States Congress!!

That's okay! I
trust you anyhow!





I WON!! I WON!!
I WON!!

I AM THE GREATEST!!
I AM THE CHAMPION!!
I AM THE BESTEST ■
THE WHOLE WORLD!

Oh, yeah? Just
'cause you beat
your **BROTHERS**
doesn't make
you ■ **Champion!**
I'LL race you!

No way!! You
don't even
qualify! You're
not in the same
LEAGUE with me
and my **Brothers!**

They **LET** me win!!

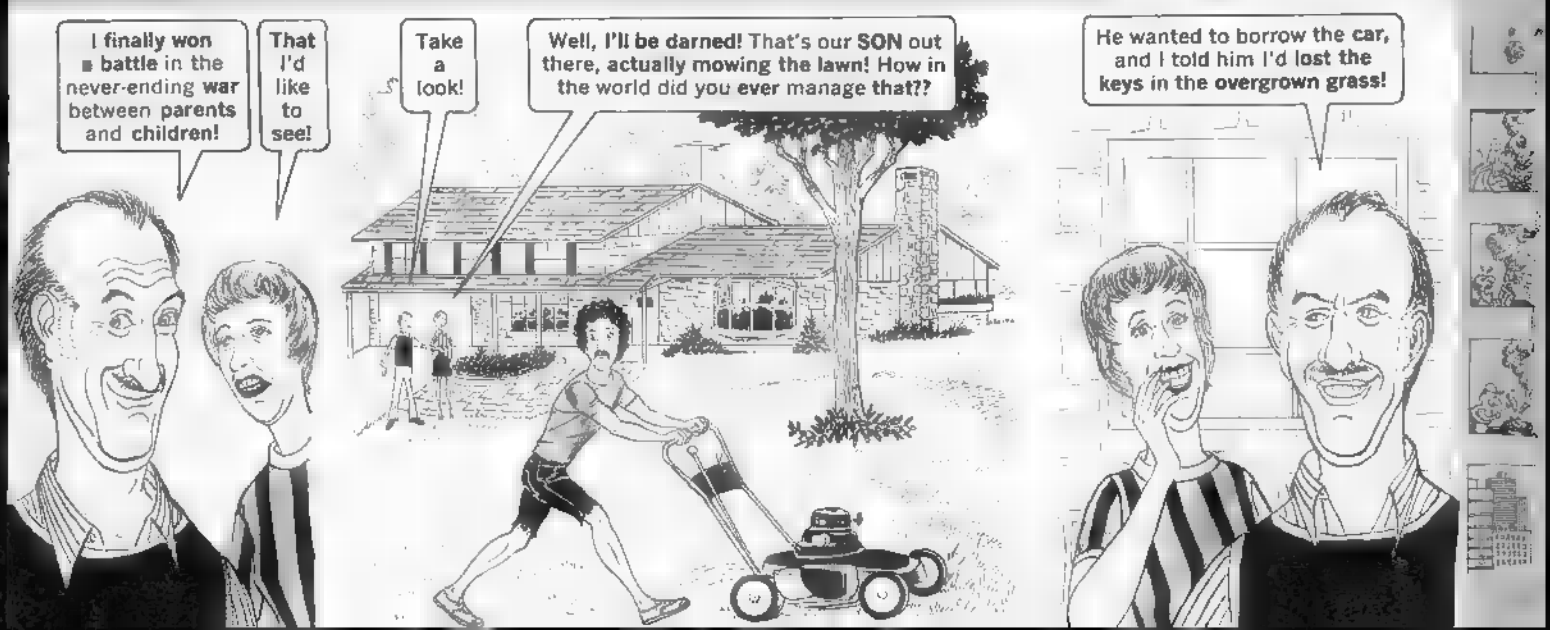


That daughter of yours is a
real winner! She's beautiful,
she's talented, she's educated,
and she has a good job...

That's a **WINNER**!! She still
hasn't been **MARRIED**!! Do
you realize that most of her
friends have been married
and **DIVORCED** already!!

... And you call a girl
who's been married and
divorced a "**WINNER**" ... ???

Of course! How **ELSE** is
she going to get alimony?!



I finally won
■ battle in the
never-ending war
between parents
and children!

That
I'd
like
to
see!

Take
a
look!

Well, I'll be darned! That's our **SON** out
there, actually mowing the lawn! How in
the world did you ever manage that??

He wanted to borrow the car,
and I told him I'd lost the
keys in the overgrown grass!



... and what's a seven-letter word for a Bishop's district?

"D-I-O-C-E-S-E"!

Okay! And a nine-letter word for a record of ancestry ... ?

"G-E-N-E-A-L-O-G-Y"!

That finishes the crossword puzzle!
And if I say so myself, I'm pretty darn smart at this sort of thing!

Let me ask YOU one!
What's a four-letter word for a male cow?

"B-U-L-L"???



I had one hell of a fight with my wife last night!

Yeah? Who won?

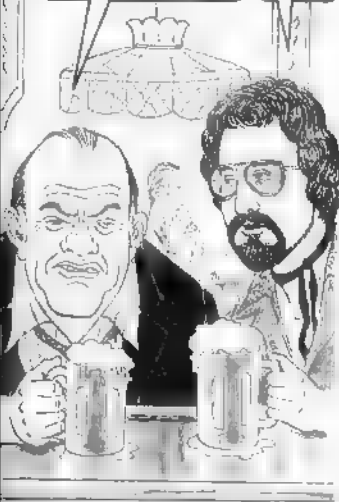
Who do you think?!

I get the picture! So how did things eventually wind up?

She came crawling to me on her hands and knees, begging!

Really?? What was she saying?

"COME OUT FROM UNDER THE BED, YOU COWARD!!!"



Bernard, ol' buddy! Take a gander at this!

Why, it's a plastic loving cup awarded to "THE WORLD'S BEST FATHER"! That's very nice!

My darling daughter presented it to me!

How sweet!

Tell me, what wonderful thing did your father do that made you go out and buy such a sentimental show of appreciation?

He gave me the money!



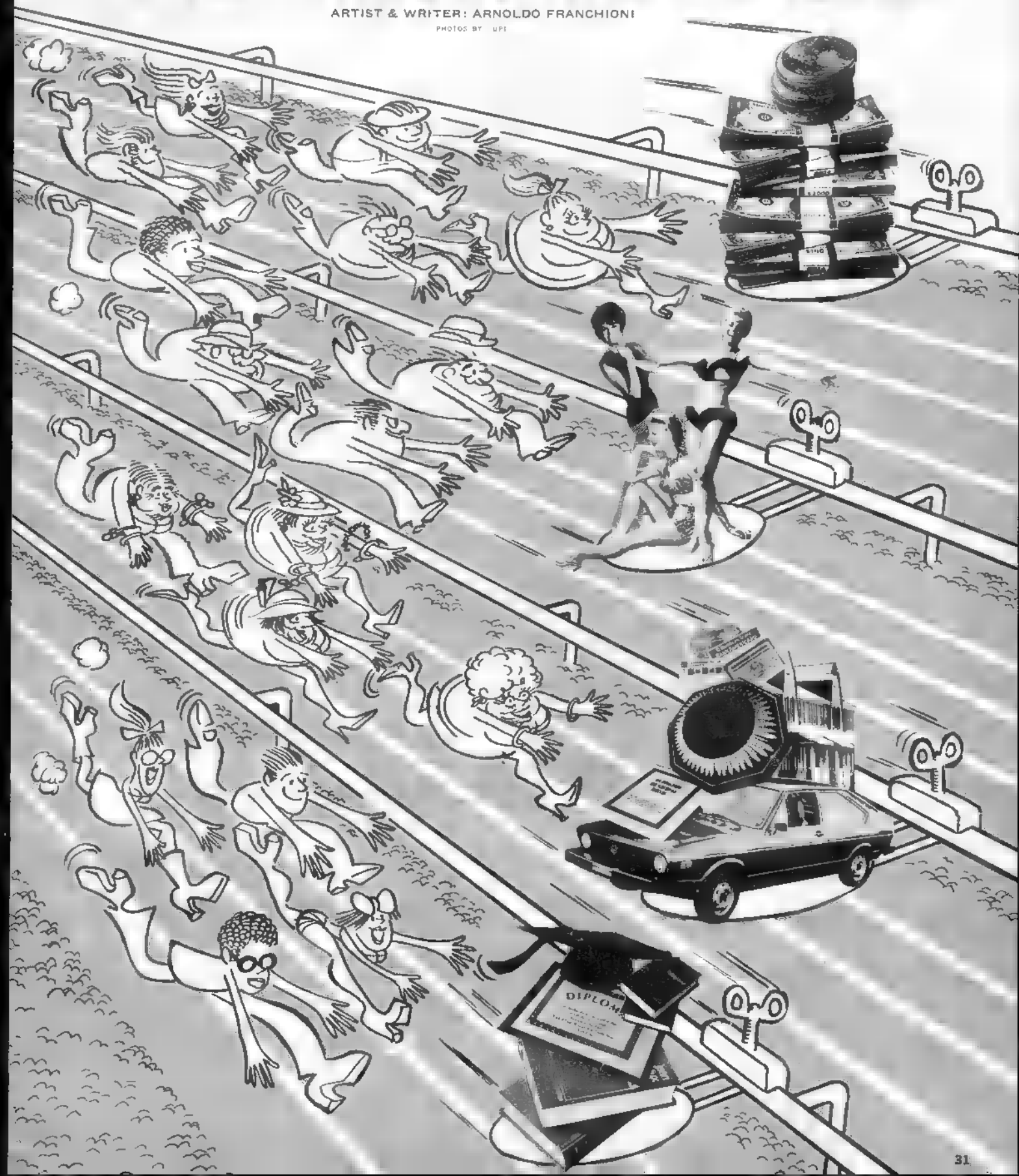
David Berg

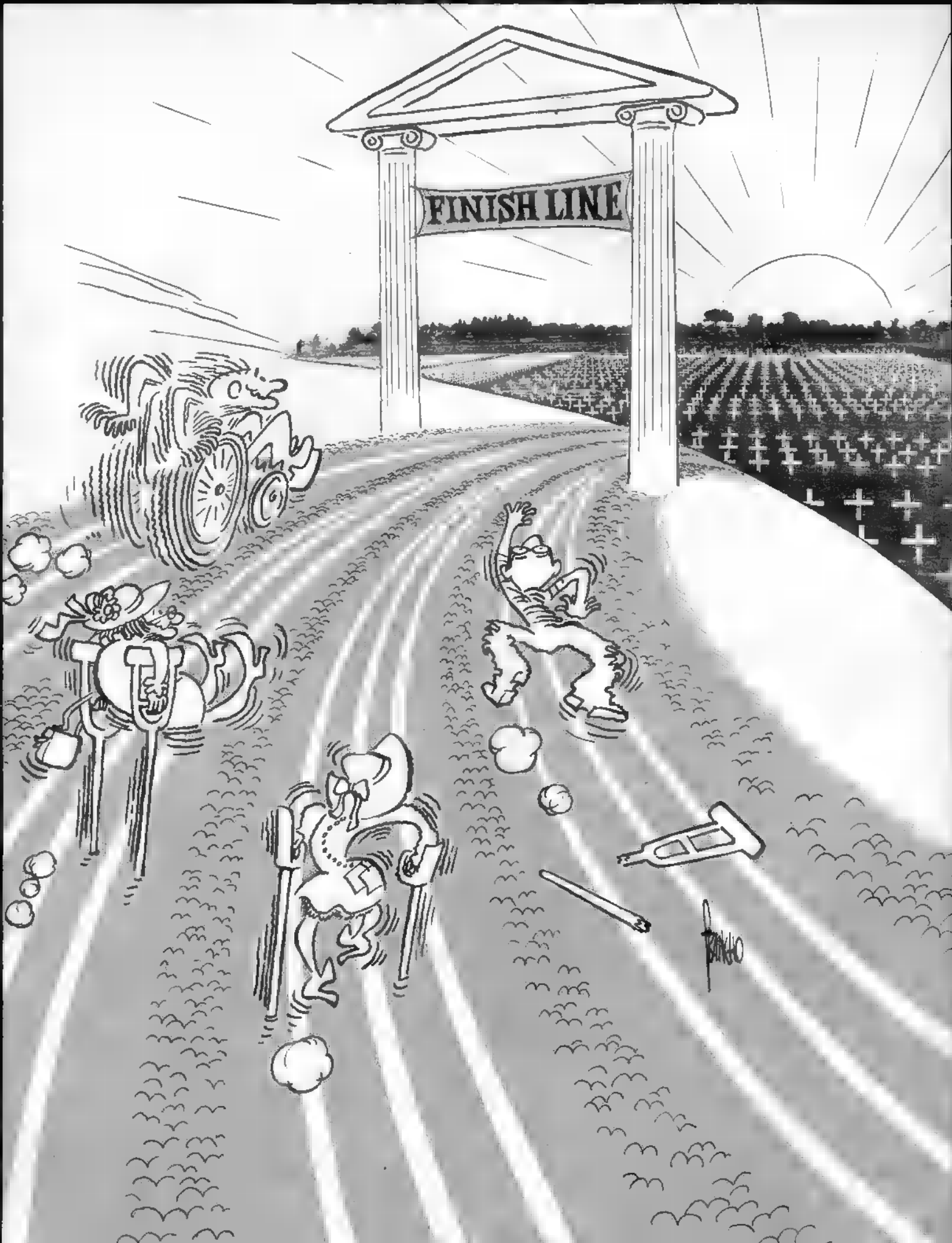
SEE HOW THEY RUN! DEPT.

THE HUMAN RACE

ARTIST & WRITER: ARNOLDO FRANCHIONI

PHOTOS BY UPI





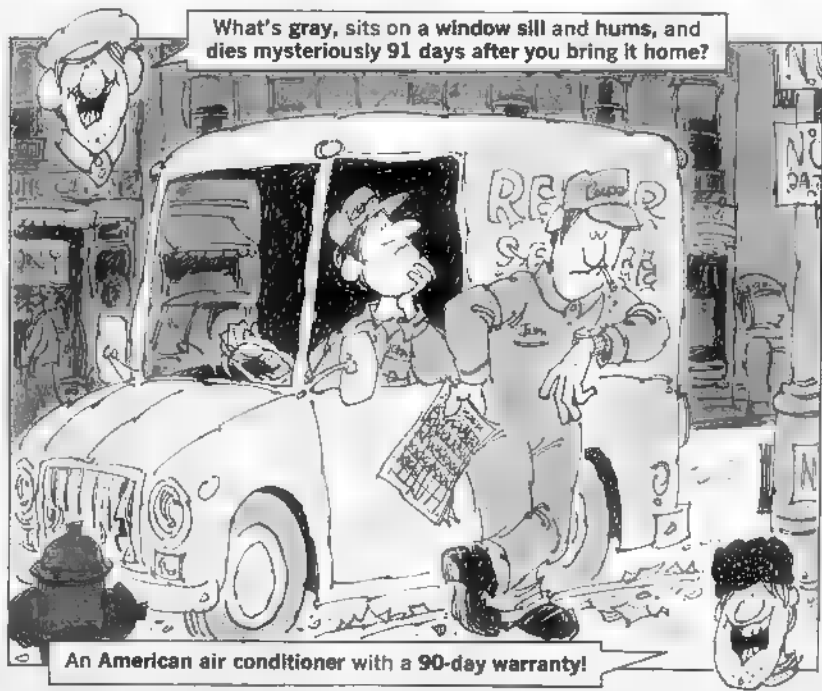
Okay, all you clods out there! So you think those "Polish Jokes" that you've been telling are hilarious...and you've been breaking up every time you hear how stupid and imbecilic Poles supposedly are?!? Well, we've got news for you! In Poland, they've got *their* favorite jokes...about *US*! And so, here, direct from the bars and coffee houses of downtown Warsaw, is the latest selection of

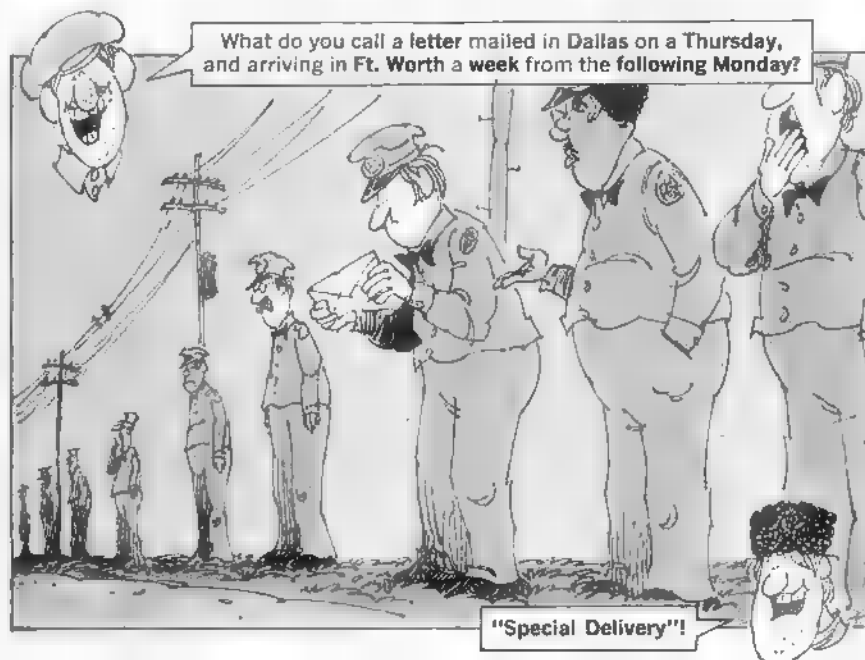
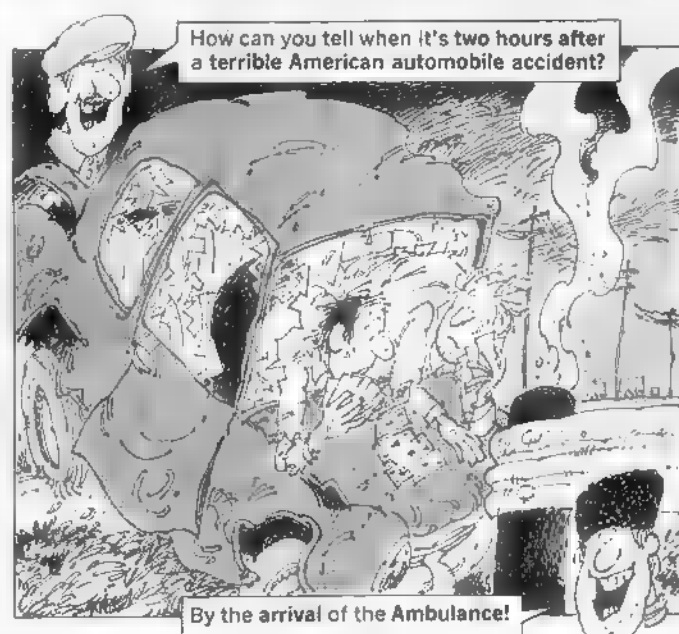
AMERICAN JOSES

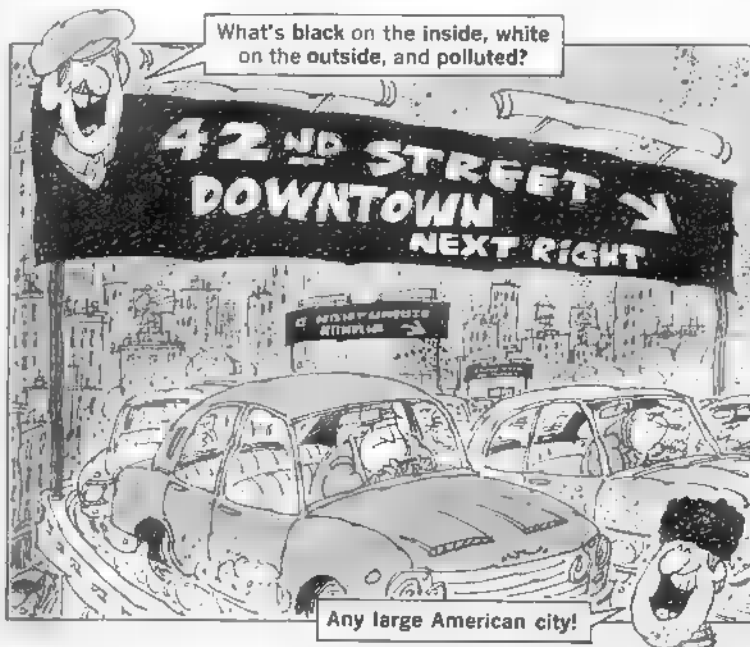
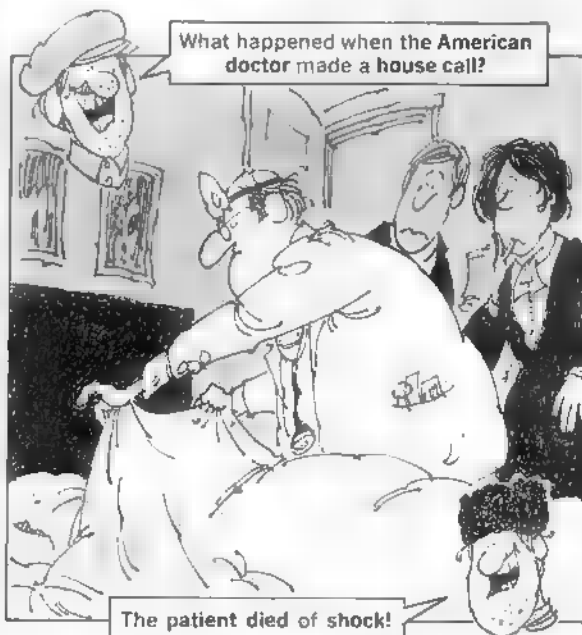
THEY'RE TELLING IN POLAND

ARTIST: PAUL COKER, JR.

WRITER: FRANK JACOBS







ICE PIX DEPT.

A MAD Look At



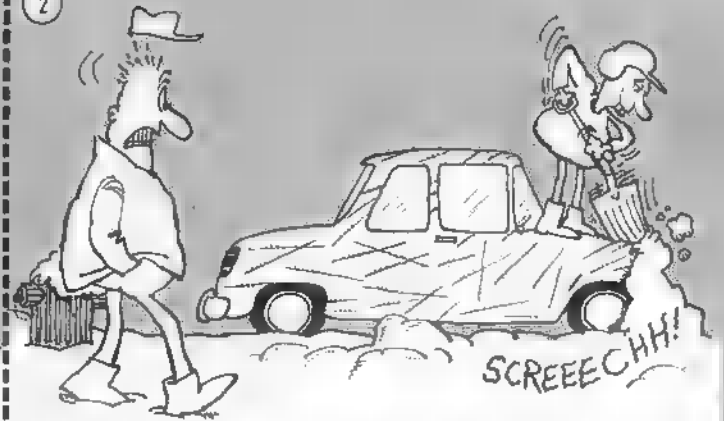
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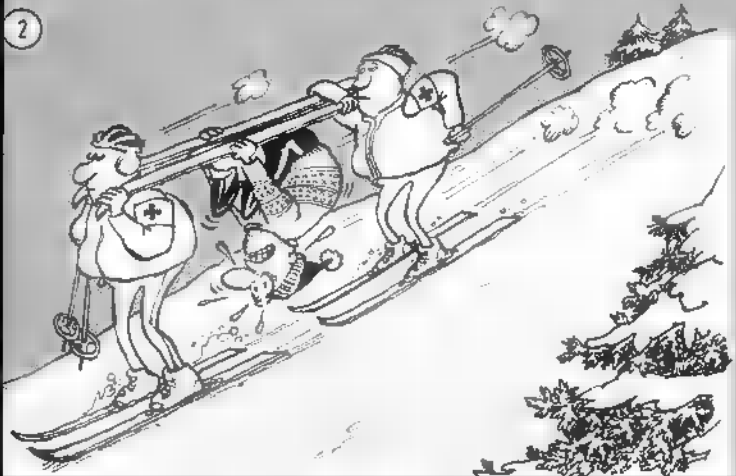


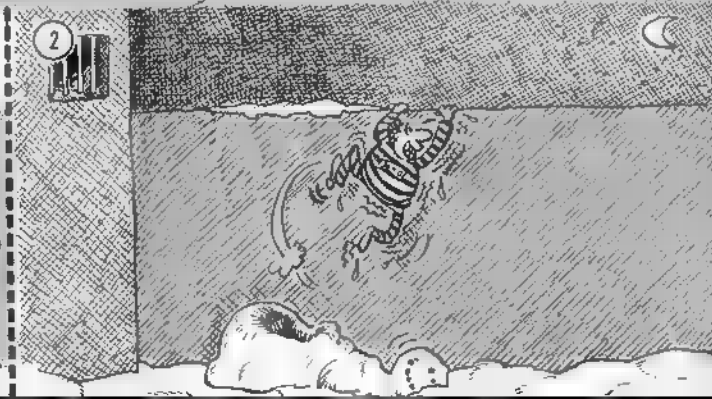
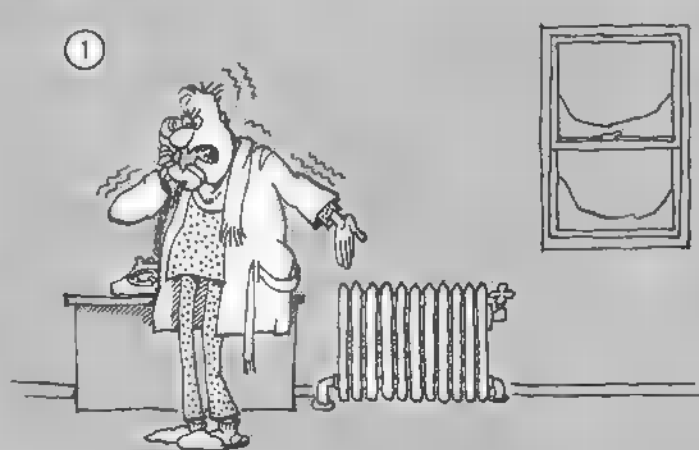
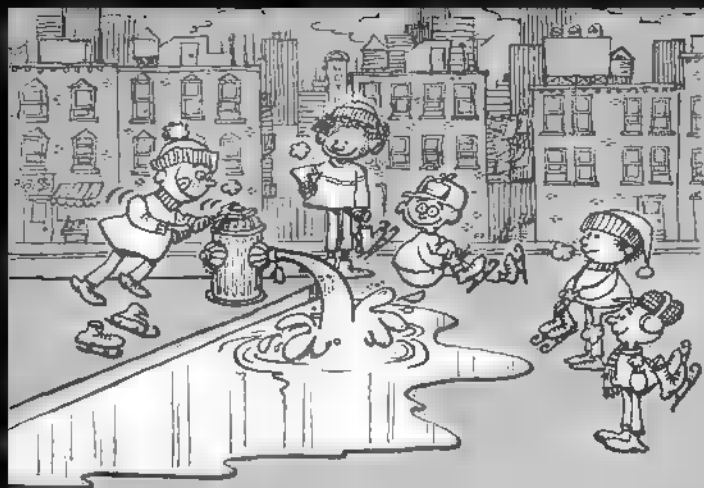
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ARTIST & WRITER: SERGIO ARAGONES







HIRE ASPIRATIONS DEPT.

Are you struggling with the problem of what career you should pursue when you grow up (and stop reading this childish trash)? Well there are hundreds of exciting new fields developing all the time! F'rinstance, here's...

A MAD LOOK AT SOME



DEEP FREEZE MORTUARY ATTENDANTS

We have openings for the right people who don't mind working in sub-zero temperatures, serving the increasing number of people who are having their remains stored in the many Deep Freeze Mortuaries springing up around the country. A knowledge of Refrigeration Engineering in case of failure is not a necessity! Your salary paid in cold cash.

Apply: TEMPORAL REST CRYOLIC CRYPTS
Birds' Eye and Swanson Sts., Nome, Alaska



HOUSE PLANT THERAPISTS

House plant fanciers who are finding it difficult to carry on conversations with their beloved plants are hiring our experts to do their talking for them. If you have the gift of gab, not to mention a large amount of Carbon Dioxide in your breath, a well-paid, exciting career awaits you with us.

PROXY PLANT PALAVERS, INCORPORATED
West Babbling Brook, Pennsylvania

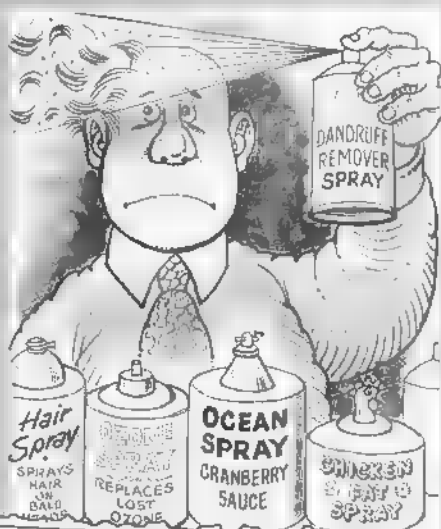
EXCITING NEW JO



LOST LUGGAGE TRACERS

Airline companies with bigger planes, plus airline employees with smaller brains mean more and more incidents of lost or strayed luggage, which is resulting in exciting new opportunities for lovers of adventure... tracing missing two-suiters and carry-alls into remote areas of the world. If you have the wanderlust, you can cash in on this important new career opportunity. Apply now!

LOST AIRLINE BAGGAGE INSURANCE CORP.
Paris London Rome Rio Brooklyn



NEW AEROSOL CAN PRODUCT CREATORS

No matter how much noise ecology freaks are making, our research shows that the American public loves and demands aerosol spray products. So if you've got any new ideas on things to shove into spray cans, you may have a bright future here at...

OH-OH-OHZONE SPRAY PRODUCTS
BOX 1980, CHOKEOUS, ILL.



Food Label Information Interpreters

Consumers, confused by today's complicated and tricky food labels are in dire need of assistance. Many Supermarkets are turning to our company, which supplies experts in the highly-skilled art of Food Label Information Interpretation. If you think you can tell whether an 18 1/2 oz. can with a 10-cent credit coupon is a better buy at 87 cents than a 2-pound can at \$1.32, we can use you in this exciting new important field.

SUPERMARKET CONSUMER ASSISTANCE CO.
Pennywise St., at Poundfoolish Ave., City



CITY PET TRAINERS

The vociferous objections of non-pet-owners plus the threats of more and more legislation, are making it increasingly difficult for dog and cat lovers to let their little dears make doo on city streets. You can make big money by teaching pets to use bathrooms like everybody else. Successful trainers are in big demand. Earn...while you learn our fool-poop method.

APPLY: THE DOGGIE DOO AND DON'T CORP.
1 Oomlop Place Moundville, Ga.



SOCIAL WORKERS FOR UNEMPLOYED SOCIAL WORKERS

We are looking for experienced Social Workers to help us rehabilitate those Social Workers who have been laid off during the recent city budget cuts. So if you are an unemployed Social Worker, apply now and begin working at counseling other unemployed Social Workers (who, come to think of it, will no longer be unemployed because they'll be doing the same furshlugginer thing!)

DEPARTMENT OF SOCIAL WELFARE
Self-Defeating Section, This City



UNACCEPTABLE AIR DETECTORS

If you're seven feet or over, and you can't play basketball, we may be able to use you to help sniff out evidence of air pollution before it gets down to "normal-sized" people in cities around the country. Salaries are high and medical benefits are even higher. Send your height (resumes not necessary) to:

UNACCEPTABLE
AIR DETECTING CORP.
Box 235 High Scent, Pennsylvania

B OPPORTUNITIES

ARTIST: AL JAFFEE

WRITER: PAUL PETER FORGES



MUTILATED PUNCH-CARD RESTORERS

Ever increasing rates, coupled with ever decreasing quality of service, is causing many irate Utility customers to "fold, spindle or mutilate" the computerized bills we send out. If you have a talent for repairing miniscule objects, we are in dire need of your help. Sharp-eyed experts who can salvage the thousands of abused punchcards returned to us each month are being well-paid. Apply now to:

ABUSED PUNCH-CARD DIVISION OF
YOUR LOCAL GAS, ELECTRIC OR
TELEPHONE COMPANY



OIL SLICK CONTROLLERS

YOU CAN HELP US DO SOMETHING ABOUT OIL SPILLS... MAINLY BECAUSE THEY'RE OURS!

We're oil drillers and shippers, and we make our living transporting the slimy stuff! But naturally, we make some boo-boos! And when we do, there's hell to pay. So we're looking for people who care about ecology, and who are willing to clean up our messes whenever necessary. The pay isn't very good... but what's money to people like yourselves who really care about what's going on today?

SIGN UP NOW WITH:
SO. SAUDI OIL CO. New York, N.Y.
Santa Barbara, Calif.

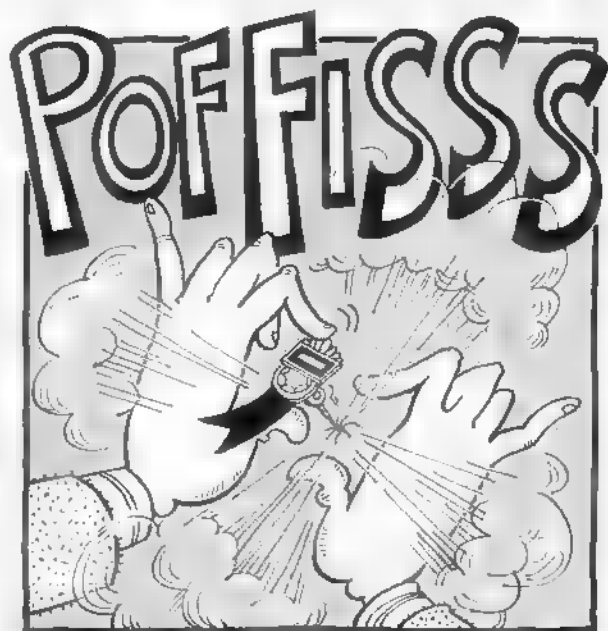
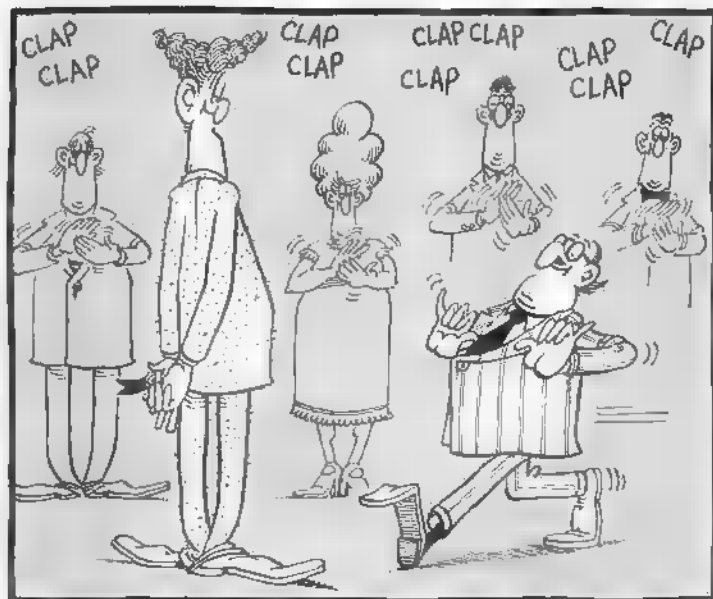
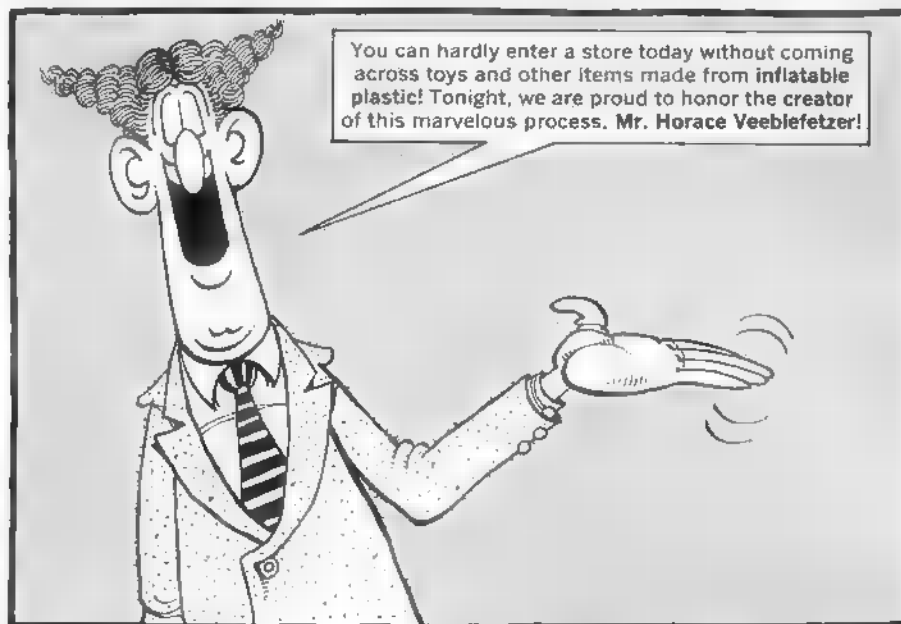


RECALLED CAR DRIVERS

If you think that Evil Kneivel is a sissy compared to yourself, you may be our man! Because there's one kind of driving that's far more dangerous than jumping lined-up busses or picturesque canyons... mainly, it's driving late-model cars with faulty steering, brakes, etc., that have been recalled by their manufacturers. Owners of such cars are paying big money to have these death traps driven back to their dealers for the necessary repairs... rather than take a chance themselves.

RECALLED CAR CHAUFFEURING SERVICE CO.
"Take The Bus And Leave The Dying To Us!"
WRITE BOX 27, ATTENTION: MR. DEREDVLE
(Drivers with I.Q.'s over 75 need not apply!)

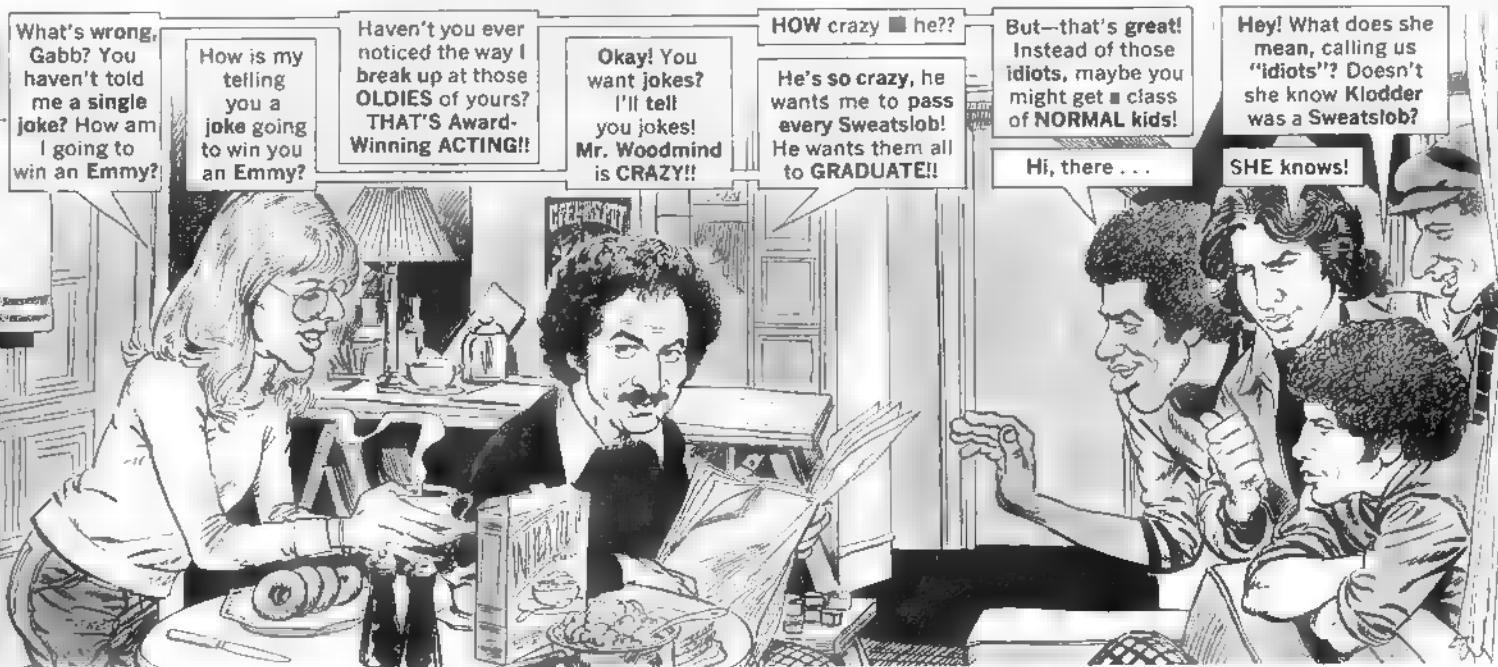
ONE EVENING AT A BANQUET SALUTING AN OUTSTANDING AMERICAN



A GRAPPLE FOR THE TEACHER DEPT.

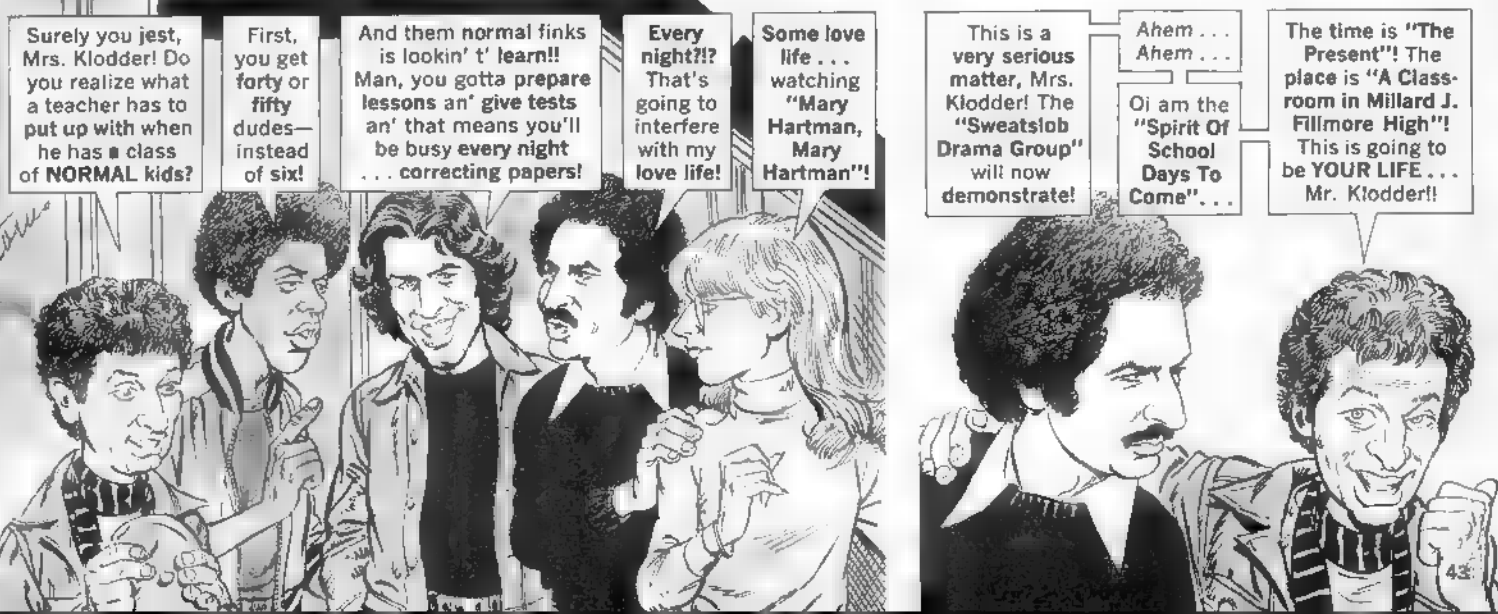
There's a new hit show on TV about a teacher and his spaced-out students in a Brooklyn High School. Now, everybody who ever went to school knows that someday, you gotta get out...even if you're spaced out of your gourd. Well, we got to wondering what it will be like when graduation day comes around on...

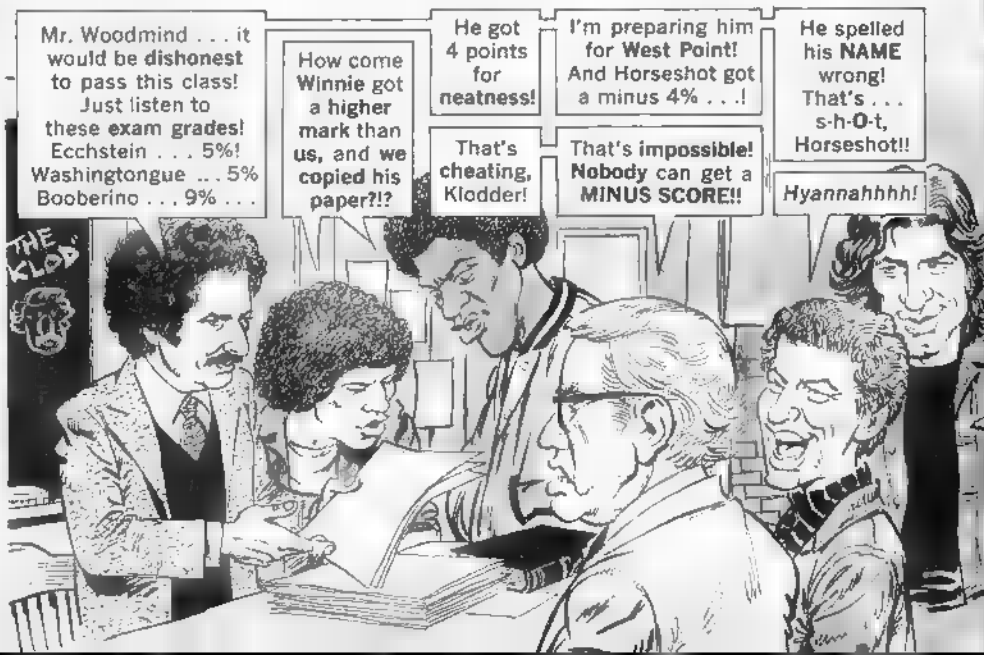
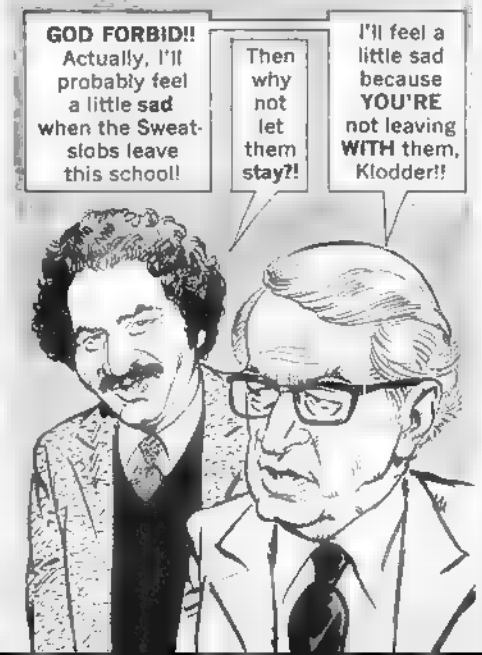
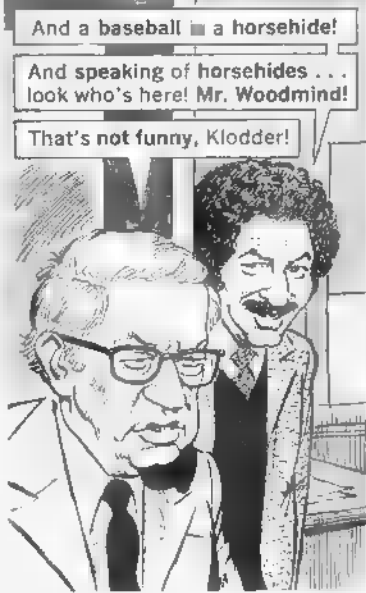
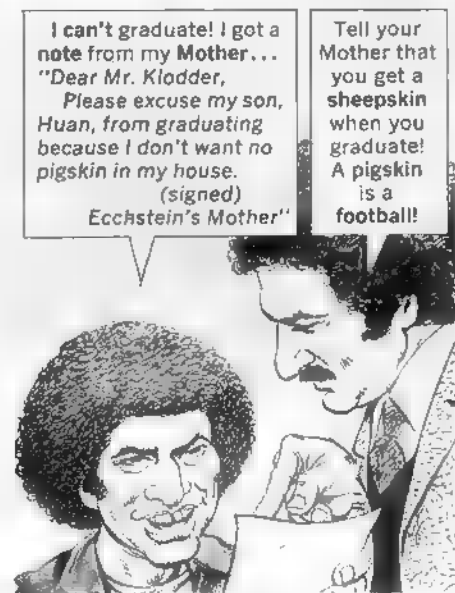
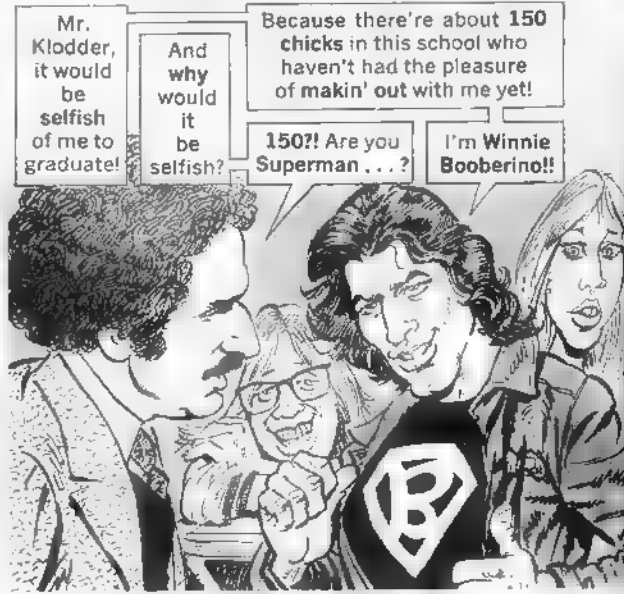
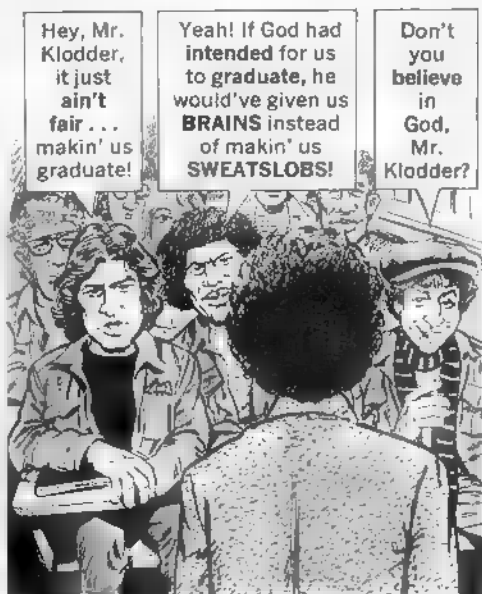
WELCOME BACK, KLODDER

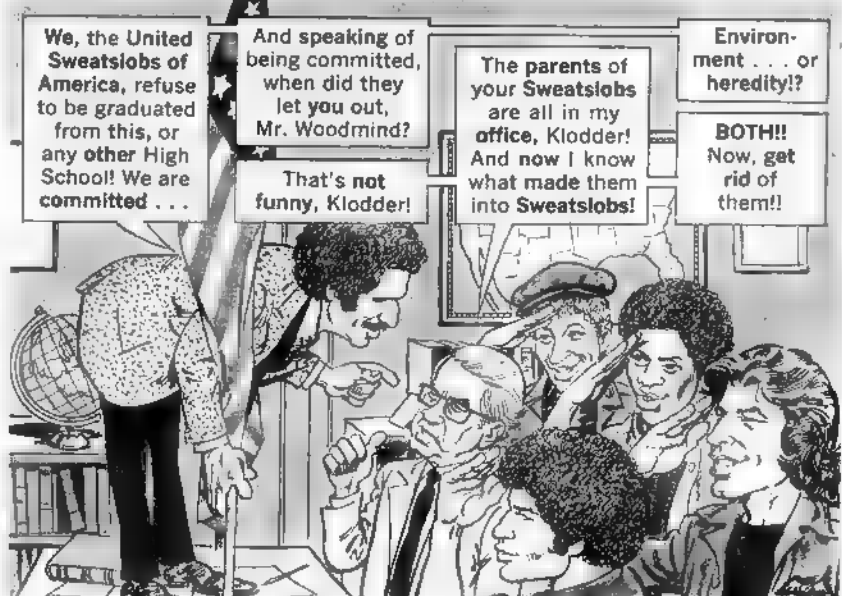
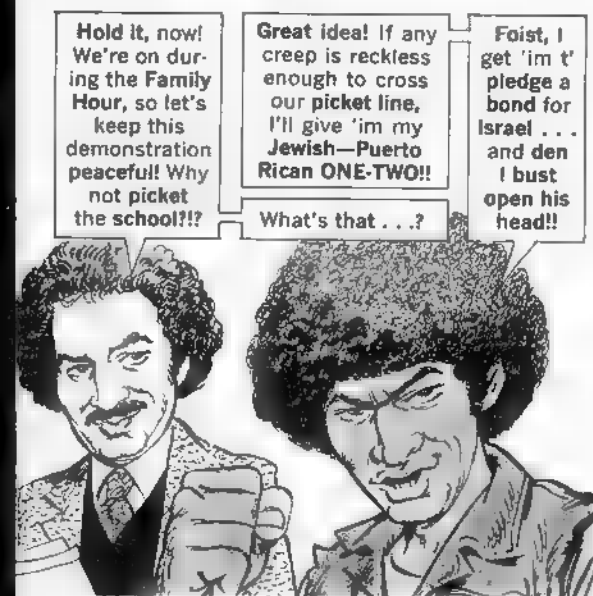
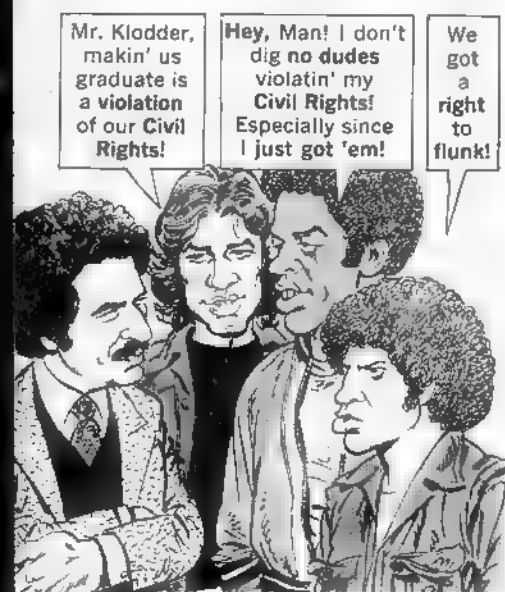
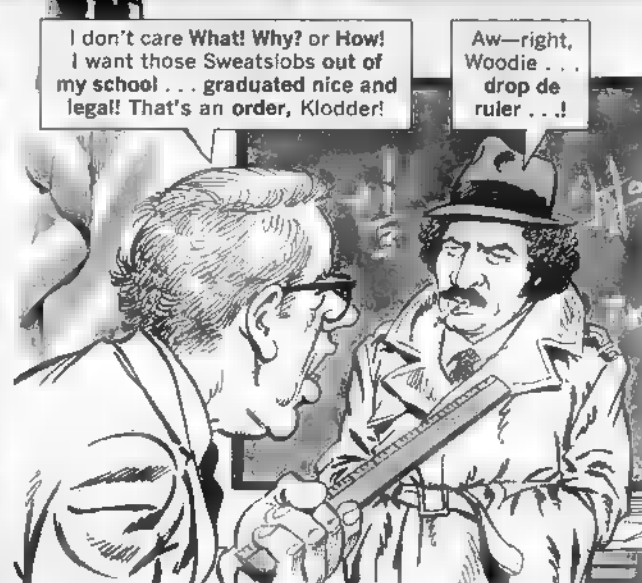
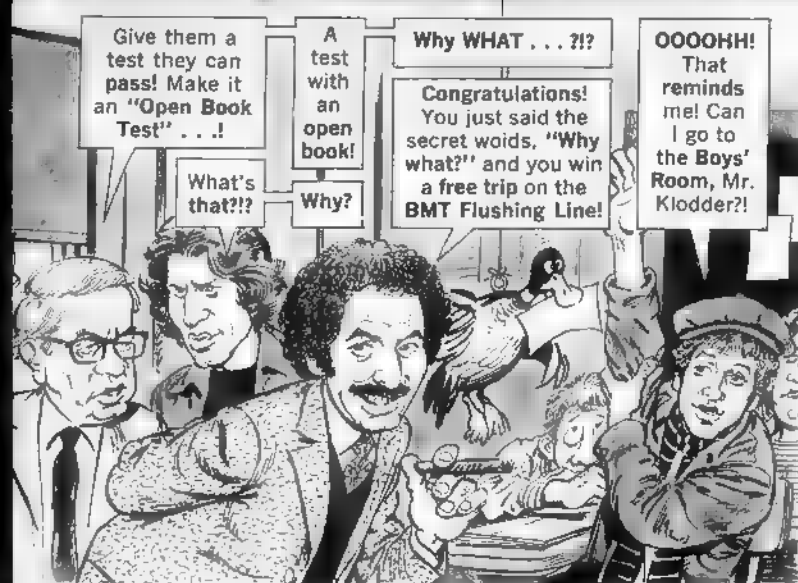


ARTIST: ANGELO TORRES

WRITER: LOU SILVERSTONE









Hello, everybody! I'm Mr. Klodder!

Because that's my name!

Hynahhh! Hynahhh! Hynahhh! Hynahhh!

I'll bet you're Adnoid Horseshot's father!

How can you tell? Most people think he takes after his MOTHER!!

Hi, there! How come you're throwin' our kids outta this school, Turkey!?

They're not being thrown out! They're graduating! They'll receive diplomas, and they'll go forth into the world, carrying the torch of learning . . . !

You'd better not give my Adnoid no torch!! He ain't even allowed to play with MATCHES!

Where?

Why?



Thrown out! Graduated! What's the difference?! They're gonna be out on the streets . . . and that's not safe, Mr. Klodder!

Don't worry! They'll be perfectly okay!

Hey! We're not worrying about THEM!! We're worrying about the REST of this city!!

You think it's a jungle out there NOW?!? Man . . . just wait until you turn THEM loose in it!

Hold it! I've got an idea! And when Gabbreai Klodder gets one of his great ideas, it never fails! So go home! Relax! The Sweatslobs are going to stay in school . . . or my name isn't Jimmy Cagney! So take dat! My mudder tanks you! My fadder tanks you! An' I tank you!

Cagney? Gee, I thought he was doing Bogart!



I've got a game plan that will keep you in school forever . . . or at least while we're in the Top Ten! I'm giving you the rest of the week off to let the citizens of Fun City have a sneak preview of what it'll be like with the Sweatslobs running loose!

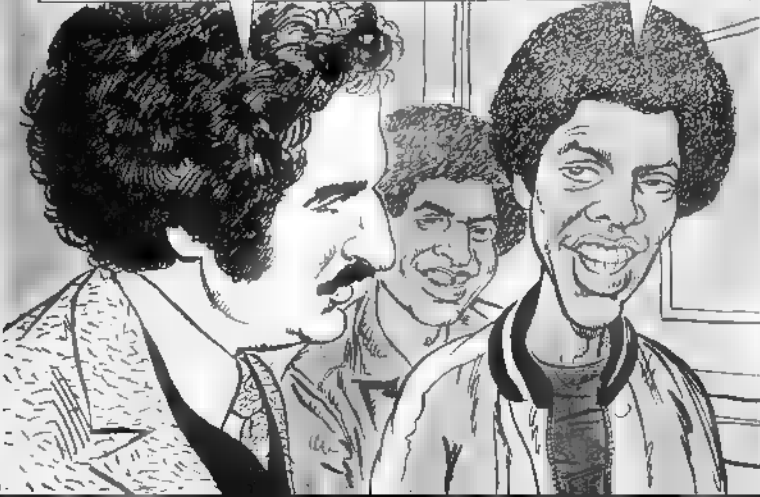
I dig, Man! When we do our thing, them civilian dudes'll demand that we get off the streets and back into school!

But if we pull some of the stuff we do here in school, we might all get busted!

That's right, Mr. Klodder! And if we're busted, we'll end up being incarcerated in the bowels of the bastille!

Forget it, Man! Ain't nobody gonna carcerate Wham Bam Washing-tongue's bastilles!

Don't worry! You won't get arrested! The cops are too busy . . . hasslin' Hookers! Now go out and do unto the city what you have been doing unto this school!



◀B

WHAT'S THE
BEST THING
TO USE TO
SEE STARS?



FOLD PAGE OVER LIKE THIS!

A▶◀B FOLD BACK SO "A" MEETS "B"



A SKATE-

ARTIST & WRITER:
AL JAFFEE

BOARD.
A▶◀B

A MAGAZINE COVER
WE'D LIKE TO SEE



NEW YORK

Price 60 cents

THE

Feb. 21, 1977